

# V O G U E

INCORPORATING VANITY FAIR



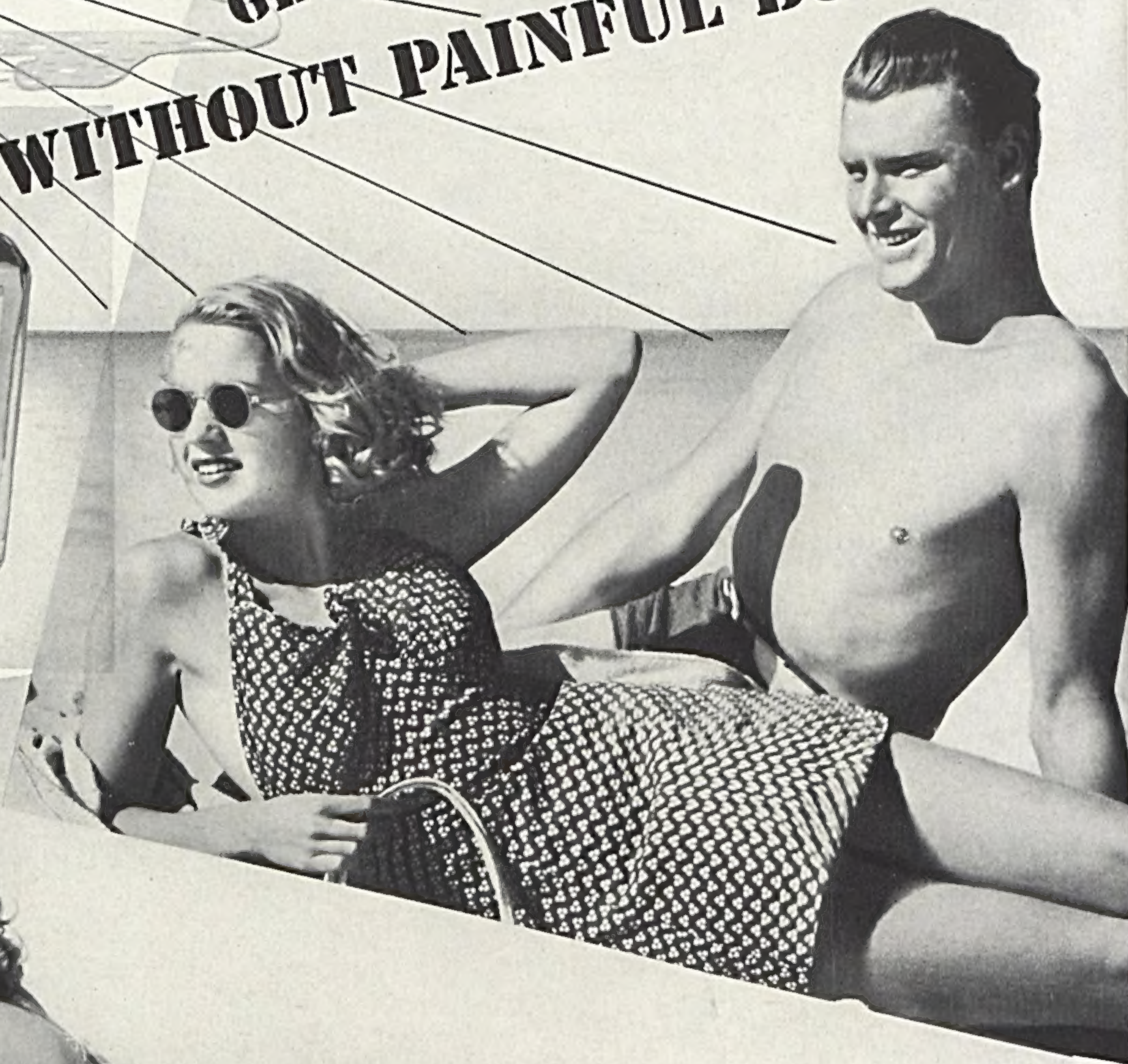
HOT WEATHER  
HOLIDAYS  
JULY 1, 1938  
PRICE 35¢

*Leray*

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**NOW BLONDS**  
**GET BENEFITS OF SUN**  
**-WITHOUT PAINFUL BURNING**



## **NON-OILY LIQUID-DOES NOT PREVENT TANNING**

It's exciting news! This sunburn preventive protects even fair skin from blistering —yet does not prevent a natural tan. ❖ SKOL keeps the burning rays from getting through to the deeper layers where bad burning occurs. Yet it does not show on skin! ❖ SKOL is made after a formula originally developed in Sweden to protect against snow-burn. Now, it's known in 25 different countries. ❖ Quick-drying. Does not pick up sand. Apply *before* you go out in the sun. And again after swimming, for Skol washes off quickly. Skol Co., Inc., New York.





COURTESY, JENNY, INCORPORATED, CINCINNATI

*Invitation to  
Pamper Yourself*

...WITH A  
PERFECTLY CLEAR  
CONSCIENCE

**FROMM**   
*Bright with Silver*  
PEDIGREED FOXES

The moral of this is: "obey that impulse"! Pamper yourself... be grandly luxurious in the most beautiful (and beautifying!) of all furs—lush, lovely Fromm Pedigreed Fox. There's a sane, sensible, forward-looking side to buying this fur—its smartness and occasion-rightness go straight through all the seasons. It is perfect for summer evenings and indispensable to fall and winter days. Fromm Pedigreed Fox is identified by the Fromm medallion, and by the medallion number and trademark stamped on the leather side of each pelt. If the medallions have been detached, ask for them; then, to receive the pedigree certificates of your foxes, simply mail the medallions to Fromm Bros. Inc., Hamburg, Wis.



## RESTAURANTS—dining

## DIVAN PARISIEN

17 East 45th St.

Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.

Luncheon and Dinner  
Finest vintage wines, and liquors  
Air Conditioning  
Vanderbilt 3-7897

## JANE DAVIES'

145 West 55th St.

Luncheon 50c, 60c, 75c  
Vintage Wines  
Dinner \$1 and \$1.25**ALEXANDRA RESTAURANT**—8 East 49th Street. Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinner—noon to 8:30 P.M. The most talked about dining place in New York.**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Elaborate cold Buffet—Luncheon \$1—Dinner from \$1.50 in the new Garden Room. London Buffet in the Bar before theatre; all you desire—one dollar.15 East 52nd **HENRI PLAZA** 3-7130

Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

**THE BLUE BOWL AT 157 EAST 48th ST.** specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

## KENTUCKY SERVES A MEAL

Featuring Suppers from 85c to \$1.25  
Luncheon from 75c—Dinner from \$1.25 to \$1.50  
Elizabeth D. Reynolds, Inc., 15 East 48th St.**GRIPSHOLM**—324 East 57th Street. The Swedish restaurant featuring Swedish hors d'oeuvres with luncheon and dinner. Luncheon \$1.00, dinner \$1.25. Cocktail hour. Air-conditioned. ELdorado 5-8476.**MIYAKO—JAPANESE CUISINE**, 340 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.**RESTAURANT MAYAN**, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrées from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.**ROCKEFELLER PLAZA RESTAURANT**—32 West 50th. Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c). Cocktails, Dinner (from \$1) and Supper. Downstairs—the Old New York Room for Luncheon (from 75c), Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.**GOLDEN HORN**, Armenian—Turkish. Where the connoisseur may find exquisitely prepared & classic dishes of the Orient. Wines & liquors. Luncheon 65c. Dinner \$1.25. 39 W. 51 St., N. Y. EL. 5-8900.**CAFE LOUIS XIV.** 15 West 49th. Rockefeller Center. New York's distinguished restaurant. Lunch, cocktails, dinner and after the theatre supper. A la carte. Concert ensemble.**CAFE CONTINENTAL**, 10 EAST 52nd STREET Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Music by Adler & Taubman. Comfortably air-conditioned. EL. 5-9144.**HAPSBURG HOUSE**—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, \$1.00, dinner, \$2.00. EL. 5-8493.**RITZ CARLTON**—46th & Madison Avenue World-famous Ritz cuisine à la carte. Oak Room or Oval Room for dinner and luncheon. Music in Oval Room. Dressing for dinner optional. PL. 3-4600.

## THE HEARTHSTONE

Garden Grill

154 East 48th Street

Simple, delicious food carefully prepared

Also 102 East 22nd Street

Open Every Day in the Year

**SWEDISH RATHSKELLER RESTAURANT**

201 East 52nd. (EL 5-9165.) Outstanding Swedish Cuisine. Smörgåsbord. Luncheon 60c, 75c, \$1. Dinner \$1.25 and à la carte. Selected Wines &amp; Liquors.

**CHAMBORD**: 803 Third Ave. (EL. 5-7180) "Paris on Third Ave." Excellent French Provincial cuisine. Novel kitchen behind glass. Cellar for connoisseurs. Lunch from \$1.00. Dinner from \$2.00.**CHEZ MARIE**—129 East 47th Street Continental food served in American atmosphere. Famous for our onion soup. Lunch from 75c, dinner from \$1.50. Cocktail bar. Tel. EL 5-9848.**CAVIAR RESTAURANT**—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.**JOSEPH'S**—46 E. 52nd St. For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI. 2-8173.**HAMPSHIRE HOUSE**—150 Central Park South. Air-conditioned summer dining room featuring cold buffet, real mint juleps. Music by Codelban and his Ensemble. Prix fixe luncheon and dinner. Also à la carte.

## THE GOURMET'S GUIDE

Every one, they say, goes to the country. When the July sun comes smacking down on the dry pavings, every one who hasn't already fled—flees. . . .

Every one, that is, except several million town-bound New Yorkers who plan to stay here most of the time, keep reasonably cool, and even to enjoy themselves. Being ourself a loyal New Yorker (and one of the several million mentioned above) as well as a gourmet's guide, we know that this attitude isn't the product of a calm, philosophic resignation. New York is fun in the summer.

It's fun to eat behind hedges, to sip tall, frosty drinks under awnings, lulled by the susurrus of murmuring fountains. To our naïve way of thinking, *al fresco* wining and dining in the city has a fresh, unexpected charm—the anomaly, perhaps, of finding dewy garden oases flourishing in a baked wilderness of city cement.

But all the time, of course, the country stretches green outside the city limits. When weekends come, you head for it, however city-bred you are, you head for cool, shaded inns like the ones listed here, for velvet lawns, seascapes, station-wagons, setters, and all the other things one associates, like "gentry", with "country".

And you come home, with several shades more sunburn than scheduled, and oddly enough, several degrees more enthusiasm for your native town than its temperature justifies.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. Always cool and comfortable because it's air-conditioned. Res. PLaza 3-8887**EL CHICO**, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. including Sunday. Dinner \$1.50 and \$2.00. Cover after 9:30 P.M. 50c, Saturday \$1.00. Air-Conditioned. CHelsea 2-4645. Listen NBC every week.**DIMITRI'S CLUB GAUCHO**—245 Sullivan St. Romantic Latin Atmosphere—Typical Argentine Food and Entertainment—Famous Gaucho Orchestra. Open from 5 P.M. till 4 A.M. GRamercy 7-4833.**LARUE**—45 East 58th Street. VOI. 5-6374. New York's smart rendezvous for cocktails, dinner and supper—Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

## OUT-O'-DOORS

## PAVILLON MARGUERY

47th St. &amp; Park Ave.—Wickersham 2-8494

The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Garden newly decorated. Entertainment and daily specialties.

**10 W. 55 FRANCES LYNN** 52 E. 52 Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers" Luncheon 50c, 65c Dinner 75c, \$1.**JANET OF FRANCE** 237 W. 52 St. W. of B'way. Famous for "Onion Soup". Dinner \$1.00 up. Luncheon 65c. Specialties: Plank steak and Châteaubriand steak. See Janet's Surprise Bar. CO. 5-8717.**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Luncheon 60c up. Dinner \$1 up. Open Sunday 1 P.M. to 8:30.**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte. Delightfully air-conditioned.**JAPANESE GARDEN—RITZ-CARLTON HOTEL** 46th St. and Madison Ave., New York The cool and quiet court between the hotel and Carlton House is gay this month with trees and flowers. The brook is gurgling under the humped-backed bridge. The garden is open every day, Sundays and holidays included, for luncheon, tea, dinner. Dressing for dinner is optional. Most people don't.

## OUT-O'-DOORS

**PORTOROSE**, 154 W. 13th St. One of New York's best Italian restaurants. Roman Delicacies (in the manner of Lucullus). Other specialties. Open Garden. Wines & Liquors. Luncheon—Dinner. ST. 9-9122.**TAVERN-ON-THE-GREEN**—Central Park W. at 67th St. Luncheon from 85c. Dinner from \$1.35. Minimum after 9 P.M. \$1.00. Dancing on the Terrace to Hughie Barrett's Orchestra. Butterfield 8-3954.**CLAREMONT INN** and Outdoor Gardens, Riverside Drive at 124th St. Clyde Lucas and his Orchestra. Dinner and Supper dancing. Luncheon \$1, Tea 50c. Dinner \$1.50. No cover. Minimum after 9:30, \$1. Dinner guests, no minimum. MO. 2-8600.

## NIGHT CLUB

**LEON & EDDIE'S**—33 West 52—Where sly Eddie Davis, "The 52nd St. Hurricane", does amazing things all night long. Dinner Deluxe \$2.00—4 shows: 7:30, 10, 12, 2:30.

## LOUNGE BARS

**RITZ BARS**—Perfect 'round-the-clock settings for those who like to be calm and cozy in their conversation and imbibings. Women's Bar for women alone or with escorts. Men's Bar for their exclusive use. The charges for drinks which reflect the reasonable food prices and room rates are the same in the bars as in the clublike Oak Room Grill and in the Oval Room. Martinis 35c, Manhattans 40c, Scotch & Soda 45c. Ritz-Carlton Hotel, Madison & 46th, N. Y.**WHALER BAR**, Madison Ave. at 38th St., N. Y. Sip a long, tall cool one while you sail away on the ocean blue . . . aboard the breeze-swept whaler Wanderer . . . all the romance of the briny deep right in the center of New York.

## FOOD FOR BEAUTY

**HELENA RUBINSTEIN'S ZURICH LUNCHEON** (air-conditioned) 715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1.50. ELdorado 5-2100.

## LONG ISLAND

**ROUND HILL**. Séjour des Gourmets, So. Huntington, L. I. Dine in open air; tree shaded garden terrace. Wines and Liquors. 34 miles from N. Y. on Jericho Turnpike, Route 25. Huntington 1371.**LEO GERARD'S**. Jericho Turnpike, S. Huntington, Rt. 25. Former private estate in woodland setting. Willy Field's orchestra. Specializing in shore dinners and deviled crab. Old pine tap room. Hunt. 650.**ROTHMANN'S**, East Norwich. Route 25A. Established over thirty years. Chicken, Duck and Shore Dinners. Also à la carte. Finest selection of wines and liquors on the Island. Tel. Oyster Bay 266.**DAHLSTROM'S GREEN TREE LODGE**, Jericho Turnpike, S. Huntington. Unsurpassed Swedish Smörgåsbord. Duck, Turkey and Lobster Dinners. Garden & Terrace. Finest wines and liquors.

## WESTCHESTER

**HORSE & HOUND INN**, South Salem, N. Y., Route 123. Between Bedford Village and Ridgefield. Old Colonial Inn with pre-revolutionary atmosphere. Garden Teas and Dinners. Always cool. Tel. S. Salem 123.**SHAKER HOLLOW INN**—South Salem, N. Y.—on Route 123. 3 miles west of Ridgefield. For those who know good food and have the leisure to enjoy it amidst surroundings of unusual charm. Luncheon, Tea, Dinner. Closed Mondays. South Salem 133.**VALLEY VIEW FARM INN**. Hawthorne. Only 20 miles from New York on the Old Saw Mill River Road. Just off Saw Mill River P'kway at Hawthorne circle. Overlooking Pocantico Hills. Pleasantville 120.**RAINBOW TEA HOUSE**. Occupies the old Lockwood Homestead at Poundridge, fifty miles from New York. Serves Luncheon, Tea and Dinner. Gift Shop on the grounds. Telephone: Bedford Village 616.

## CONNECTICUT

**WHITE TURKEY INN**—Open all year. 3 mi. north of Danbury, on Route 7. A typical New England Inn of the 1760 period, where old fashioned hospitality still prevails. Brochure on request.**SILVERMINE TAVERN**—Norwalk. A Colonial Inn with an oldtime atmosphere and setting. Dining and cocktail terraces at the water's edge. Afternoon tea in the Old Mill. Antiques in the Galleries. Illustrated booklet. Tel. Norwalk 88.**OUTPOST INN**—Route 35, just North of Ridgefield, Conn. Superb French cuisine and impeccable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.**THE SPINNING WHEEL**, Redding Ridge. A Country Inn, open all year, 12:30 to 8 P.M. Spacious gardens. Danbury-Bridgeport Hwy. Route #58. For all who love to dine well and bountifully.**THE BARNACLE**, Bradley Point, West Haven, Route 122 between New Haven & Milford. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and cocktails.**THE TIDE MILL**—On Southport Harbor, feature lobster, seafood Newburgs, clam chowder. Buffet suppers on open porch overlooking Harbor. Meals \$1.00 to \$2.25. Tel. Fairfield 900.**LEIGHTON'S HALFWAY HOUSE**, Boston Post Road, Stamford-Darien line. On the water. Cocktail Lounge. Famous for steak and lobster dinners. Dancing every night but Monday. Phone Stamford 4-5997.

## THE GENERAL PUTNAM INNS

Norwalk, on the Green (E. Wall St.) and Westport, just over the bridge. Chops, steaks, lobster, from the charcoal grill beneath trees overlooking the harbor. Fine wines and liquors.

## BERKSHIRE FOOTHILLS

**WAKE ROBIN INN**, Lakeville, Conn. Charming country home. Broad veranda, spacious grounds. Golf, tennis, swimming, riding. Marie, the cook, tempts you with delicious Southern dishes.

## BERKSHIRES

**FORGET-ME-NOT INN AND TEA ROOM** Williamstown, Mass. A delightful place in the Berkshires to stop for a day or a meal. Breakfasts, luncheons, teas, dinners. Rooms with baths.

## MASSACHUSETTS

**THE BLACK HORSE INN**—Hingham, Mass. You will take pride in bringing friends to this lovely spot. Outstanding food and service. On the way from Boston to Plymouth and Cape Cod. Rts. 3A and 128.

## VERMONT

**MONUMENT INN**, Old Bennington. This fine old New England inn is an enchanting place to wine, dine and stop-over. All sports available. Under direction of Theodore Titze, of Theodore's, 4 E. 56, N. Y. C.

## CASTLEHOLM

## NEWEST SWEDISH RESTAURANT

Bountiful dinner with famous Smörgåsbord (hors d'oeuvres), \$1.25. Luncheon 60c. Music by Ivar Peterson and his Norsemen. Complete Wine Cellar. Cocktail lounge, bar. Open Air Dining. Circle 7-0873.

**PARC VENDOME**—344 W. 57th St.

IN NEW JERSEY IT'S  
**CHANTICLER**  
THE ULTIMATE IN SUPPER CLUBS  
Dinner & Supper Dancing Nightly  
WM. E. NAUE • MILLBURN, N. J.

WHEN IN NEW YORK visit  
THE "RIVIERA" OF AMERICA  
*Ben Marden's*  
**RIVIERA**  
JUST ACROSS THE GEORGE WASHINGTON BRIDGE





# Summer gardens bloom with Luxable dirndls

"Lux keeps them fresh as a daisy,"  
SMART STORES SAY

Smart young garden enthusiasts who live out-of-doors have taken Luxables to their hearts—insist on them! Important stores everywhere aid and abet them with Luxables both festive and practical—none more picturesque than the peasant-inspired dirndls you can wear all day long.

"For any fabric that's washable at all, stick to Lux," stores advise. "There's no better way to protect beauty and color." With gentle Lux there's no risk of injury from cake-soap rubbing or from harmful alkali. Anything safe in water is safe in Lux!



**FRANKLIN SIMON** produces a modernized dirndl in crushed raspberry linen with navy rickrack. "We especially advise our customers to Lux color combinations, to guard against streaking," they say. Mrs. Clifford Stanford (left) adds, "Luxables will look fresh and lovely all summer."

**BEST & CO.** puffs and shirrs organdie, adds it to stiff printed linen for an adorable teen-age dirndl. "I love it and so does Mother, because it will Lux," says young Betsy Boger (center). "When we say a dress is Luxable, practical mothers approve it at once," Best's explains.

**LORD & TAYLOR** features Lanz of Salzburg designs for every age. "Fine cottons won't lose their brightness if washed in Lux," they tell you. "I always get Luxables for Barrie," says her mother, Mrs. G. Truxtun Glazebrook (both right), "and insist on Lux to keep my own washables smart."



## CALIFORNIA

## Arrowhead Springs

Arrowhead Springs Hotel. Curative baths, sports, rest. Hotel and bungalows, reasonable rates, 1800-acre spa, 1½ hrs. from Los Angeles. H. S. Ward, Mgr.

## COLORADO

## Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

## Colorado Springs

The Broadmoor. At the foot of Pike's Peak. Aristocrat of resort hotels—center of social and sports activities in the West. Brochure on request.

## Estes Park

Stanley Hotel. Luxurious resort in heart of Rockies. Riding, fishing, golfing, swimming, dancing. Tap Room. Modern. Renowned cuisine. Sensible rates.

## Evergreen

Troutdale-in-the-Pines. Luxurious hotel and rustic cabins 30 miles from Denver. 7500 feet alt. Unsurpassed in beauty, 8000 acres of Mountain Parks. All sports.

## CONNECTICUT

## Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

## MAINE

## Bar Harbor

The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

## Friendship—Martin Point

Mayflower On The Sea. One of Maine's finest small Colonial inns. Off the beaten path. Moderate rates. Restricted clientele. Brochure on request.

## Kennebunkport

Breakwater Court. One of the finest hotels on Coast. Accommodates 250 guests. Bathing, Golf, Tennis, Fishing and Boating. Opening June 25th.

## Moosehead Lake—Greenville Junction

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating, tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

## Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

## Ogunquit

Sparhawk Hall. At salt water's edge. Surf bathing, sandy beach. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

## Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

## Winter Harbor

Grindstone Inn. Overlooking beautiful Frenchman's Bay. Atmosphere of a fine Club. June to September. Moderate rates. Booklet. C. V. Delahunt, Mgr.

## MARYLAND

## Sherwood Forest

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

## MASSACHUSETTS

## Boston

Hotel Puritan. An urban hotel—of distinction and New England good cheer. Ocean-fresh sea foods. 390 Commonwealth Avenue. Rates \$3.50 up.

## Cape Cod—Falmouth

Column Terrace. Charming, quiet, home-like Inn. Delicious meals; comfortable accommodations. Private beach; bathhouses. Fishing, sailing, golf, tennis.

## Nantucket Island—Nantucket

Sea Cliff Inn. All summer attractions. Modern American accommodations for 150. Unexcelled view. Cottages. Music. Restricted Clientele. Eltinge Bros., Mgrs.

## Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

## Northampton

Wiggins Old Country Store. Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

## Swampscott

New Ocean House. Where the New England Coast is most picturesque. Private bathing beach. Best clientele. Booklet. Clement Kennedy, President.

## MICHIGAN

## Charlevoix

Charlevoix Beach Hotel. On Lake Michigan. Private beach. All sports. Every convenience. Excellent cuisine. May we send booklet? Mrs. D. von Dolcke, Mgr.

## Mackinac Island

Grand Hotel. A quaint, historic retreat, with the world's largest summer hotel offering every diversion and entertainment. Write for interesting booklet.

## MINNESOTA

## Gull Lake—Brainerd

Pine Beach Hotel. Gull Lake, North's Finest. Golf Course & All Sports At Door. Arthur L. Roberts, Proprietor. \$40. week, up. American Plan. Bklt.

## A DIRECTORY OF FINE HOTELS &amp; RESORTS

## VOGUE'S TRAVELOG

**TENNIS IN THE MOUNTAINS.** Beautiful mountain scenery is a sufficient attraction in itself for most people, and so is a good tennis tournament. It's seldom that you have the opportunity to enjoy both together, but if you go up into the White Mountains in mid-July you can. For here, at Crawford Notch, New Hampshire, July 18 marks the opening day of the annual Open Lawn Tennis Tournament for the New Hampshire State Championship. This event is sponsored by the U. S. Lawn Tennis Association, and that's a guarantee of good sport.

The following week, beginning on July 25, Juniors, both boys and girls, will compete for the White Mountains and Tennis Centre Championship on the same courts.

## TO PUT ON YOUR CALENDAR:

July 2-4—National Aquatic Show, Los Angeles Olympic Swimming Stadium, Los Angeles, California.

July 14-17—Pocono Tennis Championship, Skytop, Pennsylvania.

July 16-17—Tombstone Golf Tournament, Sea Island Golf Club, Sea Island, Georgia.

July 18-23—West Virginia State Open Tennis Championships (five events for men and women), White Sulphur Springs, West Virginia.

July 21-22—Skytop Society Circus, Skytop, Pennsylvania.

July 22-24—Invitation Golf Tournament, Bald Peak Colony Club, Melvin Village, New Hampshire.

July 23—Water Carnival, Lake Placid, New York.

July 23—Children's Rodeo, Ahwahnee Sports Field, Yosemite National Park, California.

July 28-30—Clark Challenge Trophy Skeet Shoot, Hot Springs, Virginia.

August 1-8—Broadmoor Invitation Golf Tournament, Colorado Springs, Colorado.

## MISSISSIPPI

## Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## NEVADA

## Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elevation 6225 feet.

## NEW HAMPSHIRE

## White Mountains—Bretton Woods



## THE MT. WASHINGTON—THE MT. PLEASANT

Two famous hotels and 10,000 acres of delightful vacationland located at foot of majestic Presidential Range. All outdoor and indoor sports. Free golf to weekly guests. Outdoor swimming pool. Fishing . . . Riding . . . Tennis. Average summer temperature 70.4. No hay fever. Rates—American Plan—from \$6.00 at the Mt. Pleasant. \$8.00 at the Mt. Washington. Special all-expense visits for July.

## NEW HAMPSHIRE

## East Wolfeboro

Birchmont. On Lake Wentworth. Individual Cabins. Central bungalow with attractive dining room. Unexcelled table. All sports. Restricted Clientele. Booklet.

## Hanover

Hanover Inn, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

## Lake Sunapee

Granliden Hotel. Private beach and golf course, riding stables, all outdoor sports, orchestra. American plan \$6 up. Restricted clientele. G. H. Bliss, Mgr.

## Squam Lake—Holderness

The Asquam Hotel. High over lake, wide view of mountains. Established 1880. Restricted clientele. \$5. up per day. Illustrated leaflet.

## White Mountains—Dixville Notch

The Balsams. Leading resort. 18-hole golf, tennis, swimming, riding, dancing. Fireproof. No hay fever. \$7 up. American Plan. N. Y. Phone PE. 6-8218.

## White Mountains—Franconia

Forest Hills Hotel. 200-acre estate overlooking Franconia Notch. Golf, tennis, riding, fishing, children's playground. Norman Pancoast, Pres. and Mgr.

## White Mountains—Jefferson

The Waumbek Hotel. In the White Mountains. American Plan. 2,000-acre estate. 18-hole golf course. Booklet. Soren Lund, Jr., Manager.

## White Mountains—North Woodstock

Hotel Franconia. Mt. climbing, fishing, golf, tennis, pool, no hay fever. Select clientele. Mgr. A. W. Goddard, or N. Y. Office, L. P. Brickett, 535 5th Ave.

## White Mountains—Sugar Hill

Sunset Hill House. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

## NEW JERSEY

## Atlantic City

Marlborough-Blenheim. Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

## Ocean City

The Flanders. Directly on boardwalk. American plan. Three sea water swimming pools. 230 rooms with baths. June 25 to Sept. 12. J. Howard Slocum, Mgr.

## Spring Lake Beach

The Essex and Sussex. A distinctive ocean front summer hotel overlooking private bathing beach—less than two hours from New York. C. S. Krom, Mgr.

## Spring Lake Beach



## THE MONMOUTH

Directly on the ocean. 58 miles from New York. Private beach exclusively for guests. All sports. Game and deep sea fishing. Bar—Grill—Terrace Café—Dancing—Excellent cuisine. Shops—Brokerage office. Restricted clientele. Moderate tariff. Booklet on request. Telephone Spring Lake 330. James J. Farrell, manager.

## NEW YORK

## Adirondack Mountains—Saranac Inn

Saranac Inn. On Upper Saranac Lake. Hotel, Camps. Cottages. Golf, Fishing, Tennis, Horses, Sailing. Dancing. Select clientele. Rates from \$7 incl. meals.

## Briarcliff Manor

Briarcliff Lodge—1 hr. from N.Y.C.—de luxe country hotel in hills back of the Hudson. Swimming pools, golf, dancing, sun bathing. Rates reasonable.

## Cragmoor

Cragmoor Inn. On mt. top 75 miles north of N. Y. Select clientele. Beautiful scenery. Delicious meals. Taproom. Golf. Moderate rates. Booklet on request.

## Lake George—Bolton Landing

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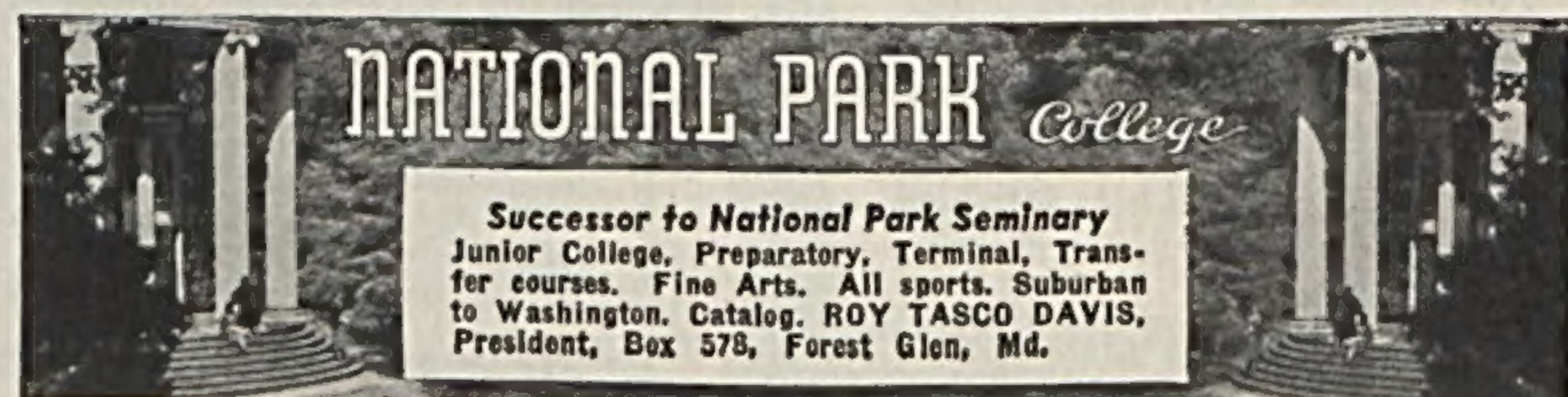
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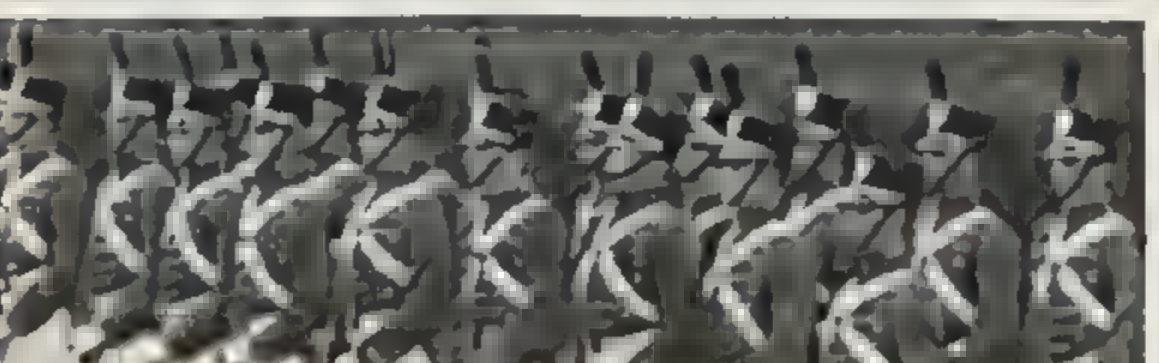
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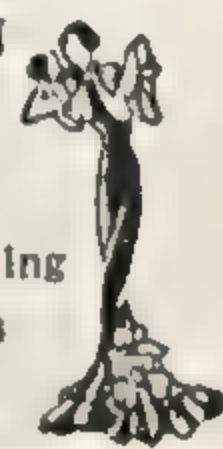
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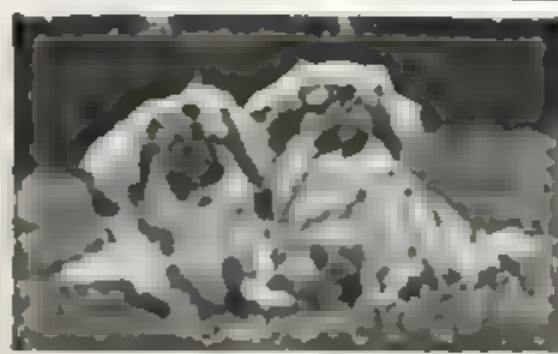
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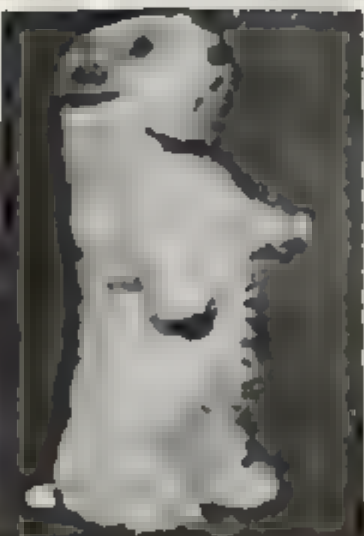
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Combination Treatment  
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THE ONLY COMBINATION TREATMENT IN ONE PACKAGE  
THAT Expels TAPE AND ROUND AND HOOK WORMS

# THE DOG MODE



These Great Dane puppies already show evidence of dignity, strength, and beauty. R. P. Stevens

## Apollo of Dogs

TWENTY-FIVE centuries ago, some one in a Greek city-state struck a coin, which was typical of early craftsmanship, and significant in linking our modern Great Dane with the breeds of antiquity. The evidence of the breed's popularity in the days of ancient Greece, and with the nobility during the Middle Ages, rests on this lump of silver, with its remarkable likeness of the Dane, and on the recurrence of the dog time and again in the paintings of Snyders, Rubens, and Paolo Veronese.

The constant shifting of races and people in Continental Europe, and the lack of scientific data, however, preclude the establishment of a definite time and place element in Dane ancestry. In England and in Central Europe, before the gunpowder era, there existed big, powerfully-boned dogs, which were used to hunt boars, as well as to guard large wooded estates. British writers often confused them with the Mastiff and Irish Wolfhound. On the Continent, they were known as Hatzruden, Sanfanger, and Ulmer Dogge.

With the unification of the countless little German dynasties after the War of 1870, there was a very definite effort on the part of German fanciers to perfect the breed. They brought out those strains that have made our Dane of

## FRENCH BULLDOGS

The ideal pet and companion. Puppies and grown stock available.

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to Keep Dogs Away While Females Are In Season

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## Kills and Repels Pests

Keep Quadine on your dog and you keep fleas, flies, ticks and mosquitoes off. So easy and pleasant to apply. Quadine Jr. atomizer and bottle of Quadine both for \$1.50 from your dealer or postpaid from The Allen Company, Dept. V78, 317 Superior Street, Toledo, Ohio.



# OF VOGUE

to-day not only an intelligent utility dog, but a beautifully chiselled, symmetrical animal. Much of the coarseness and beefiness characteristic of early Danes have disappeared, and the lines and conformation of the breed have now rightfully earned for him the name "Apollo of Dogs." Above all, he is a statuesque dog with an ease and grace of movement coupled with great size and splendid proportions.

In 1889, the Great Dane Club of America was formed. It plans next year to celebrate the golden anniversary of its fifty years "agrowing." For in this half-century, the Great Dane has made marked progress in standardization and popularity among dog-fanciers in the United States, Canada, and recently in South America.

What bookfuls of anecdotes have been written and told about the breed's capabilities for guarding, and about its devotion to man. For nearly sixty years, Bismarck, Prussia's "iron man," owned Danes, and usually had two or three dogs in Berlin and at his country home. "Tyras," the news of whose death was cabled around the world, was the sharer of the walks, rides, and business of the Chancellor.

The standard of the Great Dane breed calls for a dog combining a distinguished appearance, dignity, strength, and elegance with great size and a powerful, well-formed body. The formation of the head is most important, and should give the impression of length, narrowness, and expressiveness. It should look angular from all sides, and should have definite contours; at the same time, its dimensions should be absolutely in proportion to the general appearance of the dog. The dog's stride and gait should be long, easy, and springy. Males should not be less than thirty inches at the shoulders, nor females less than twenty-eight inches. Great Danes are of five colours; and, while colour distinctions must be maintained, size, coat, and general characteristics are the same.

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Big of heart as well as big in size, the Saint Bernard is one of the finest of home dogs. The ideal guardian for children.

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63 North Sixth St., Brooklyn, N. Y.

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will gladly be answered by

### THE DOG MODE OF VOGUE

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## Great Danes

### Brae Tarn Puppies




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Beautiful fawns and brindles from Champions and imported stock. Very reasonable prices.

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Kills fleas 100% Faster  
None revive to reinfest  
Kills fleas, lice, dog ticks, stick-ites

### ... A FLEA POWDER WORTH BARKING FOR



Like the old Pulvex, this new Pulvex not only kills all the fleas but KILLS THEM 100% FASTER. None revive—no flea can survive Pulvex. Can be applied on single spot to kill fleas, but when dusted all over, it also kills lice, dog ticks, and protects against fresh reinfestation of fleas for several days. For quickness, certainty, completeness of kill, the new Pulvex is supreme. At pet, drug and department stores, 50c.

**PULVEX 6-USE DOG SOAP** kills fleas, oils, tones, deodorizes, grooms, cleans, 50c. **Pulvex Flea Soap**, 25c.

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When you mix the recommended amount of Fleischmann's Irradiated Dry Yeast for Dogs with your dog's meals, you're sure that he gets abundant

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Essential to normal digestion and elimination. Valuable for general toning up. Puppies need it for proper growth.

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Helps promote a beautiful thick, glossy coat and keeps the skin healthy.

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Necessary in preventing rickets in puppies. Helps insure straight legs, strong bones and sound teeth. *Fleischmann's Irradiated Dry Yeast is ten times as rich in vitamin D as U.S.P. cod-liver oil . . . the most economical way of giving this vitamin.*



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## A NEW DUPLEX DOG FILE

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So say folks who know dog accessories—who have had experience in the vital matter of caring for dogs either in kennels or at home. A file of proper weight neither too coarse nor too fine it just takes hold; works smoothly and gently. After clipping use it to smooth off. Between clippings use it for conditioning.



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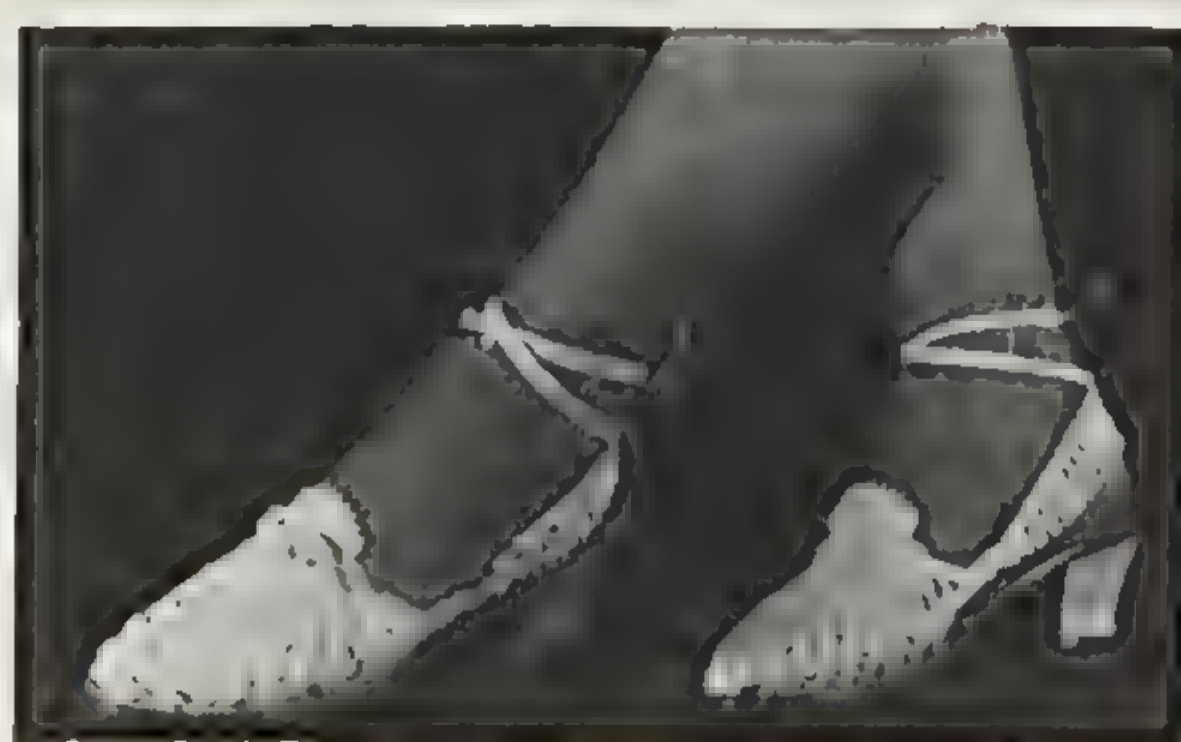
loom recipe—available to discriminating hosts everywhere. Turkeys weigh 7 to 15 lbs., smoked. \$1.35 a pound, express prepaid. Order direct from the Farm. Or send for free booklet. Pinesbridge Farm, R.F.D. #2, Ossining, N. Y.

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Original  
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TO ORDER: Specify  
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\$3.75  
PER PAIR

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## VOGUE COVERS



It's easy enough to have a wonderful time in New York if your pockets are lined with gold. But it's something else again when you have to carry off an Evening for Two on a shoe-string. (A shoe-string being any sum of money under ten dollars.) It can be done, though, if you know the ropes—particularly in summer when New York has an off-guard informality—and so we asked a young man who has covered this territory to make a few suggestions. We warn you now—to get the most out of these mid-summer nights, you have to be in the spirit of the thing. No long sour faces. Nothing but divine lunacy and a few well-chosen friends who don't care if they *do* get chocolate ice-cream all over their faces. And the ten dollars.

## If you haven't a car

Round up a few kindred souls and go to Coney Island. Everybody ought to at least once, and you've probably been meaning to do this for years. Taxi down to the Battery. Board a McAllister liner for one hour's invigorating sea-voyage. (Probably the least expensive on record—round trip, four bits.) Alight at Steeplechase Pier and walk (or be propelled in a roller-chair) to the Half Moon Hotel for dinner (about \$1.25) and a whirl of dancing. Another good spot is Feltman's, where the dinner costs about the same.

After this, if you're rugged, there are scenic railways. Timorous souls may prefer the ferris-wheel, the Tunnel of Love, or Steeplechase Park,

where you can sample thirty-one different amusements for fifty cents. Thus, an evening for two for about \$9.

GO TO STATEN ISLAND. Subway down to the Battery and book passage on a stream-lined "Gold Star Mother" to Staten Island. This is the famous "biggest five cents' worth in New York." During the crossing, you fraternize with the harbour traffic, pace the deck vigorously—provided all hats are anchored firmly on—and, if you choose, sing old sea chanteys. Nobody minds. At St. George, you disembark from the upper deck. Commandeer a cab to Clear-Comfort (a historic home-stead run by two ladies of ancient lineage), where you dine on the lawn and clock the boats passing through the Narrows. Better telephone Clear-Comfort that you're coming (St. George 7-1329). Don't ask for drinks. All this comes under \$6 for two.

GO TO THE LEWISOHN STADIUM, for superb symphony concerts that are a Manhattan institution. Concerts are given under the stars (or clouds) from June 23 through August 17. This year, in addition to Conductors Iturbi, Alexander Smallens, and Willem Van Hoogstraten, there'll be a young Italian maestro, Massimo Freccia, and our own Macklin Marrow. Paul Whiteman will conduct the Gershwin Memorial Concert July 11.

The Claremont Inn, Riverside Drive at One Hundred and Twenty-Fourth Street, will beckon you in on your way up or back. Dinner at this famous inn of the carriage days is about \$1.50, music is by Clyde Lucas' band, and the river breezes are on the house. No cover or minimum to depress you and your purse.

HAVE DINNER OUT-OF-DOORS. The Chatham Walk and the Sulgrave are among the cool, uncrowded places where you eat behind hedges or under parasols in the summer twilight. At the Park Lane Gardens, you can both dine and dance. Dinner at these places ranges from about \$1.50 to \$2.50, and afterward there are any number of things you can do:

If you get sentimental and reckless by the bright, shining light of the moon, you'll probably want to take a Hack-in-the-Park for a night-cap. The ride is romantic, but expensive—about \$4 an hour, in fact. And by the time you've taxied home, you'll have spent your \$10 allotment.

Or try your skill on roller-skates in Central Park or Skateland. Good exercise—not that you care.

Listen to concerts by the Goldman Band, whose music is good. (And free.)

Go to an operetta at Randall's Island underneath the Triborough Bridge.

Lift a few steins of beer in any one of a dozen *Bierstuben* that

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# THE TOWN

line both sides of Eighty-Sixth Street from Lexington Avenue eastward.

Stop in for a nightcap at the Carlyle Bar, or the handsome, rococo bar in Hampshire House, or Westbury's Polo Bar, or the Café de la Paix on Central Park South.

Cool off on a sizzling evening by drinking wonderful mint juleps at the New Orleans on Sixtieth Street.

## If you have a car



GO FOR AN AIRPLANE RIDE. Drive to the Flushing Airport where, for \$4, Ray Brown will

take you for a spin up among the sunset. New York, where you came from, looks like a scale model of itself. And when you've landed and caught your breath, have dinner at the Forest Hills Inn, where you rub elbows with top-flight tennis stars. The liability for two, about \$8.25, without drinks.

SEE THE WORLD'S FAIR. Beat the out-of-towners to it, and tour the world's newest eighth wonder at sunset on a Sunday. Admission, one quarter. After you've looked your fill on the pylon and the sphere, meander along out to Bradley's Inn in Port Washington and order a shore dinner. About \$7.50 ought to be enough to cover this evening for two.

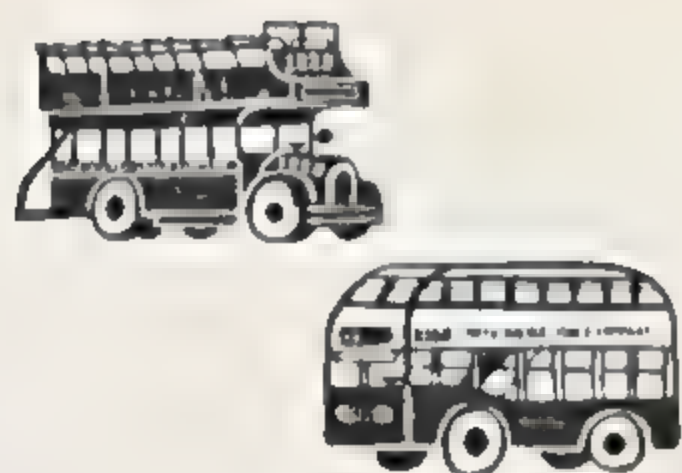
IF YOU FEEL ACTIVE, try Jones Beach. Not on Saturdays or Sundays, when it looks like something seen under a microscope, but on a comparatively placid week-day. After your swim, dine at the Marine Dining-Room, and then get tickets for the Opera-on-the-Water, given every night except Sundays from June 25 to August 13. (There's no extra charge for the fireworks that hiss and bang and flash for a quarter of an hour on Monday nights.) There's also free dancing out-of-doors, and even roller-skating. For the parking fee, bath-house rental, dinner, stadium seats, and roller-skates, you and your playmate spend about \$6.65.



ROLL UP ALONG THE TWINKLING

NEW OUTER DRIVE, across the George Washington Bridge, and up to Ben Marden's Riviera. Dinner, show, and dancing to two orchestras—Enric Madriguera's and Vincent Pirro's—will cost you about \$3.50 each on week nights. When you figure in the bridge toll, fifty cents each way, it's safe to put the cost per couple at \$10.

Six miles above the George Washington Bridge, in Alpine, New Jersey, the Petit Pavillon perches perilously on a Palisade. It's run by Louis, who is famous for his French cuisine and excellent wine list. (When in doubt, leave it to Louis.) Dinner there will cost you \$1.75, and wines are extra. Wend your way



home via Bear Mountain Bridge and the smooth-flowing Henry Hudson Parkway. Expenses: not quite \$10.

TAKE A LONG MOTOR DRIVE UP INTO THE BEAR MOUNTAIN DISTRICT, where there are half a dozen good inns and taverns far enough from town to let your appetite get its growth by dinner-time. Bear Mountain Inn at Bear Mountain Bridge is about an hour and a half's drive from New York, and you can sit on the terrace to eat your steak. (Table d'hôte dinners cost about one to two dollars.) Billy Bear's band produces the music.

Slightly nearer town is Leighton's Woodlands Lake Tavern, three-quarters of a mile above Ardsley, on the Sawmill River Parkway in Westchester. You can sit in a garden, on the top deck of a boat-house affair, or on the lake front. (Inside, too, but you'll probably prefer to be outside.) Lee Conna's orchestra plays every night except Monday. In the devil-may-care vein are the bike-boats—you pedal like a bicycle—which never fail to baffle the ducks that bob around. Rental is fifty cents a half-hour. And though the dinners start at about \$1.25, your whole evening à deux shouldn't come to more than about \$6.20.

AND THEN, IF YOU'RE STILL GAME for some more midsummer nonsense, try these:

Sit for your picture in a photomaton, and have it painted like a sentimental old-fashioned miniature.

Try your luck in one of the shooting-galleries along Broadway.

Drive out to the midget motor races at Cedarhurst some Monday or Thursday. The best seats cost no more than \$1.10.

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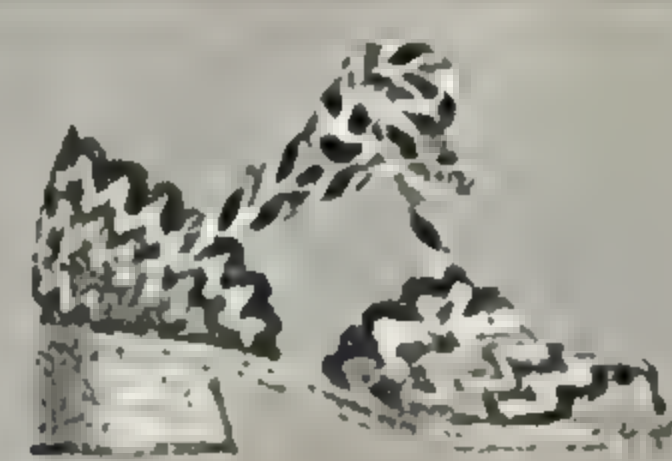


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is here in gay colors

Order these Huaraches in pure white, blue or dull red.

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Styled with a medium cuban heel, open toe and ankle tie strap. The Mexandal is woven in Mexico of soft leather thongs and has the comfort of a real Huarache.

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**The OLD MEXICO SHOP**  
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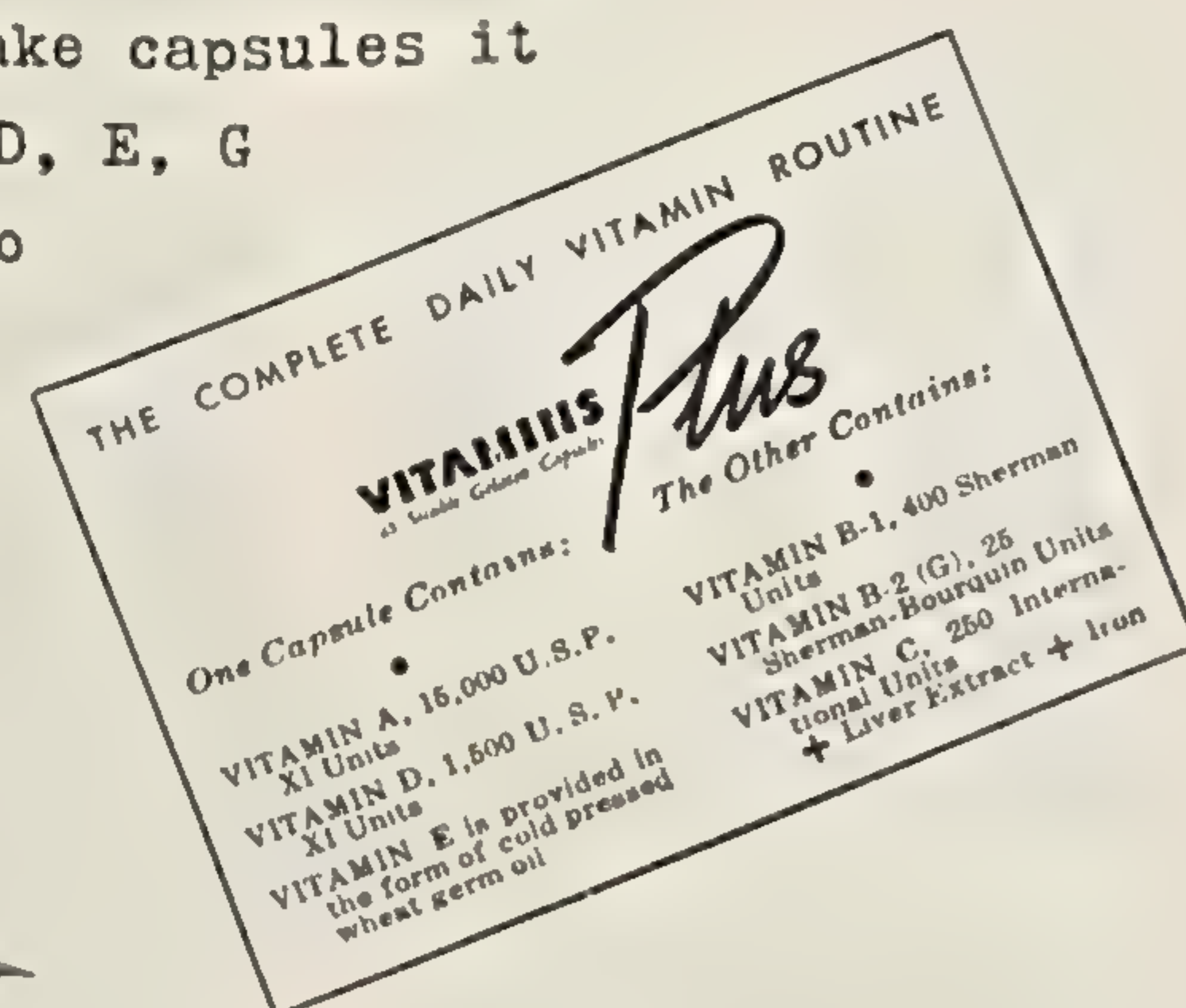
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V7



# VOGUE

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INCORPORATING VANITY FAIR

July 1, 1938

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STAFF EDITORS:  
Jessica Daves, Managing Editor  
Arthur Weiner, Art Editor

FASHIONS:  
Emmy Joss  
Martha Stout  
Courtney Williamson  
Bertine Wilson (Paris Office)  
FINE ARTS: Frank Crownshield  
FEATURES: Alana Tolmay  
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45 Ave. des Champs-Élysées, Paris  
Michel de Brunhoff, Editor  
Duchesse d'Ayen, Fashion Editor  
Thomas Kernen, Managing Director

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1 New Bond St., London, W. 1  
Elizabeth Penrose, Editor  
Mudge Garland, Fashion Editor  
Harry W. Youell, Managing Director

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*French Cancan*  
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## VOGUE'S-EYE VIEW OF HOT WEATHER HOLIDAYS

*Inside this issue—cooling systems are running full blast.*

*For a cool head: Nothing between your hair and the breeze but snoods of wool mesh airy as a bird-cage. New hats not much larger than poker-chips. Turbans made of fish-net. And the latest incarnations of that primitive head protector—a handkerchief tied around your head.*

*For a cool mind: No scare head-lines to steam over. No politics to make you boil. A slice of life in Bermuda, where any one's mind can be kept off the heat. Some new asides on that Carnegie Hall of summer, the Lewisohn Stadium, where you get moonlight with your music. A glimpse of "I Married an Angel." A look at the primitives turned out by "Sunday" painters.*

*For a cool body: Nebulous, filmy evening clothes from the Paris Mid-Seasons, such as a dress of horsehair net wide-meshed as chicken wire, a toreador cape of white organdie slung over one shoulder only. Cool and calculating day clothes for your summer holidays. Sandals tied on with nothing but ribbon.*

*For a cool temperature: And since nothing flames a temperature like fretting over finances, we give over almost half this issue to spending summer on a shoe-string...any kind of shoe-string. We give you budgeting ideas that aren't bores. Clothes that cost no one can guess how much—or how little. Crafty economies of the town's extravagant. Some saving subtleties for holiday hostesses. Slip-covers for you—not your furniture. Accessories with nine lives. Suggestions for decorating a small place in the country with that greatest of building metals—taste. Shop-hound's plums for your pennies.*

*So sit back and be cool.*







ON THE COOLEST HEADS IN TOWN—these little doll-size straw hats not much larger than poker-chips, very frivolously trimmed. In the foreground, a white one with ivy leaves and plaid bows. In the background, a natural straw piled with edelweiss and veil. Third, a white one laden with Michaelmas daisies and a velvet bow fluttering childish streamers. All from Bergdorf Goodman





**W**ITHIN the city limits, stave off the sun with a brim as large as a parasol, or put nothing between your hair and the breeze but a hat as small as a doll's. Have one of Schiaparelli's toy-size toppers that look as if they might have been handed you as a party favour. Balance over one eyebrow a little flat plate of straw or piqué about the size of a poker-chip, like those opposite, decorated with leaves, flowers, birds, or bows. Order a pill-box of coarse red wool mesh, wired to hold its shape, and airy as a bird-cage. Let a bunch of flowers, anchored to your head with elastic, pass for a hat, when you're wearing an afternoon print. Wind up your head in a length of wool mesh and fasten it with a clip or a flower.

Out in the country, whip all your curls under a wide-meshed snood decorated with bows, clips, or field-flowers. Search for the smallest beret on earth and anchor it to your head with a snood of bright mesh. Clap a brimmed hat on the back of your head and tie it on with a scarf. If you're young enough, gird your hair with a ribbon tied in front in a bow and fastened with a clip. And don't, by any means, drop the handkerchief tied under the chin. Try one of organdie or dotted Swiss for a change.

At night, wreath your hair with a dryad band of leaves, any kind of artificial ones, and circle your waist with more foliage. Wear, like a señorita, a mantilla of white cotton lace that falls to your shoulders and pin on top a red, red rose. Clip in your hair, as they do on the Riviera, jewelled butterflies, bugs, or flowers. Wrap your head up, when you're dancing on a deck, in mists of bright tulle or veiling. Tie three bows, each in a different colour, here and there in your hair. Let a solitary ostrich feather, pressed flat on your head, serve as a dinner-hat. And, on your way to a party, pick up the peasant kerchief again—tying under your chin a chiffon one with star-dust.





HORST

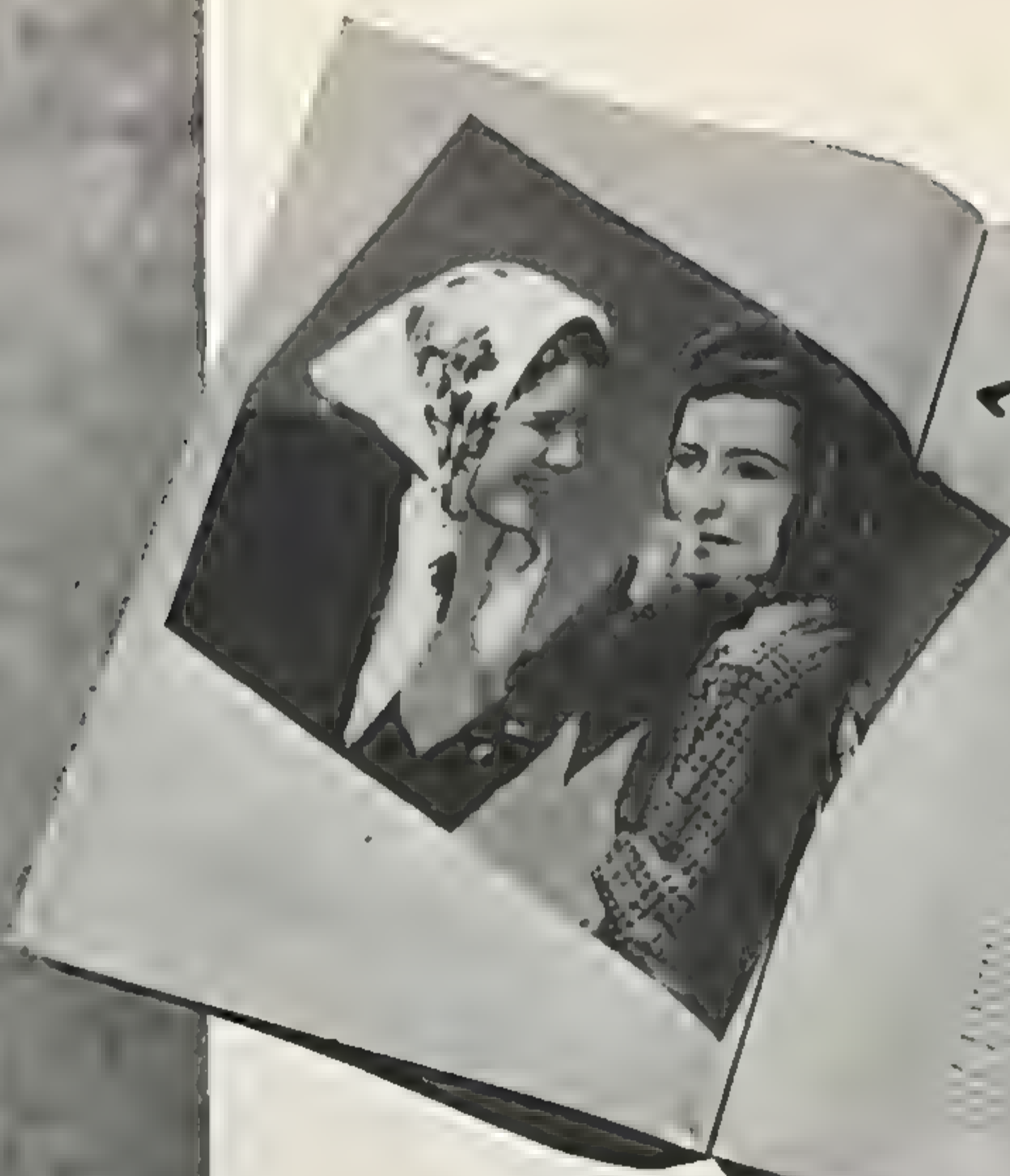
Hats, this summer, are dwindling away to mere whiffs. Some aren't actually hats at all, but flighty headlights or snoods or kerchiefs. But all of them are cool as air-conditioning. Above: White piqué flowers and white piqué leaves intertwine in this dryad-cap—and the back of your head is left completely uncovered. Milgrim. Gold-and-ruby jewellery; Flato

Opposite, above: A printed chiffon handkerchief, knotted unconcernedly under the chin, pretends to be a hat. Sweet-peas trail down one side. Put it on for afternoon or evening. Below: An airy snood of blue wool pinions your hair—the fuchsia cluster raises it to the rank of hat. Blue-and-white linen dress. Dress and both hats; Jay-Thorpe. Flato jewels



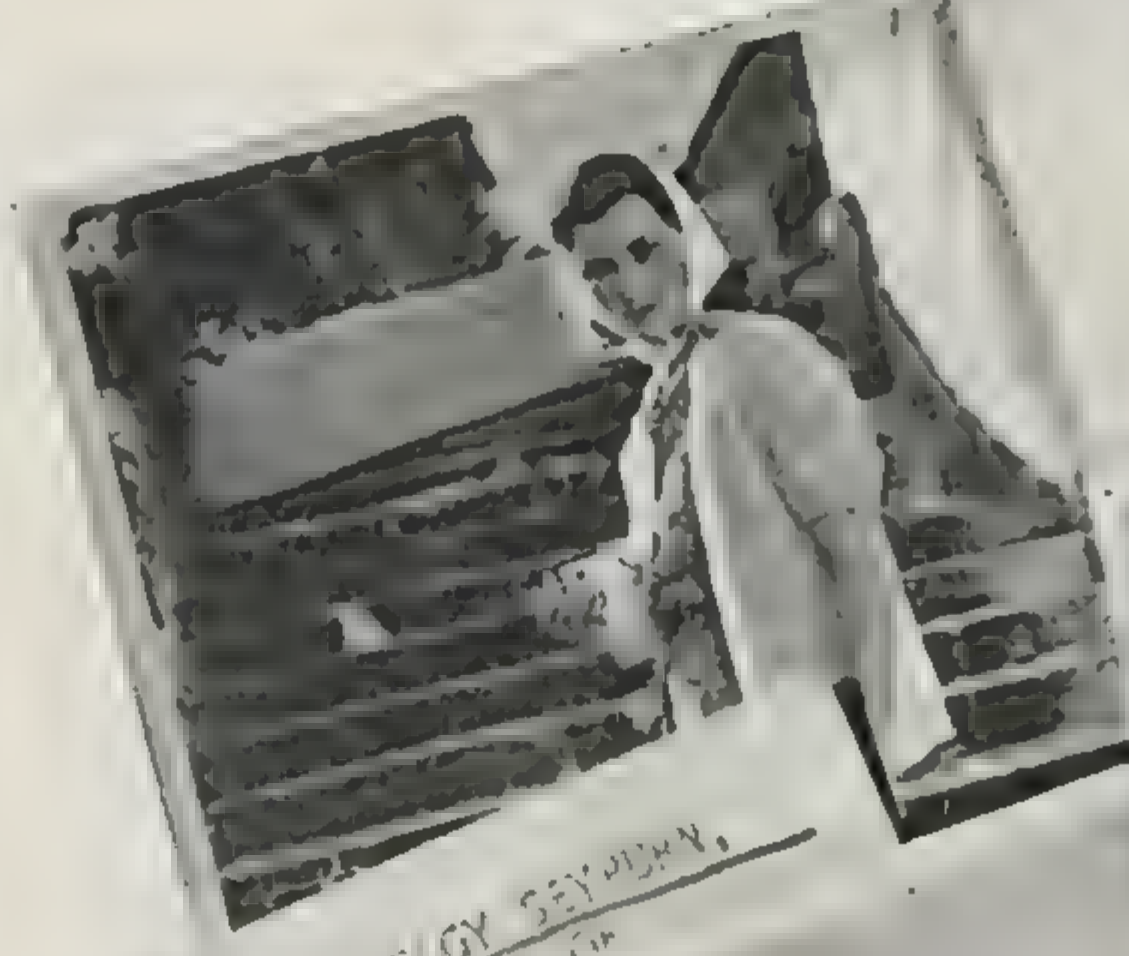




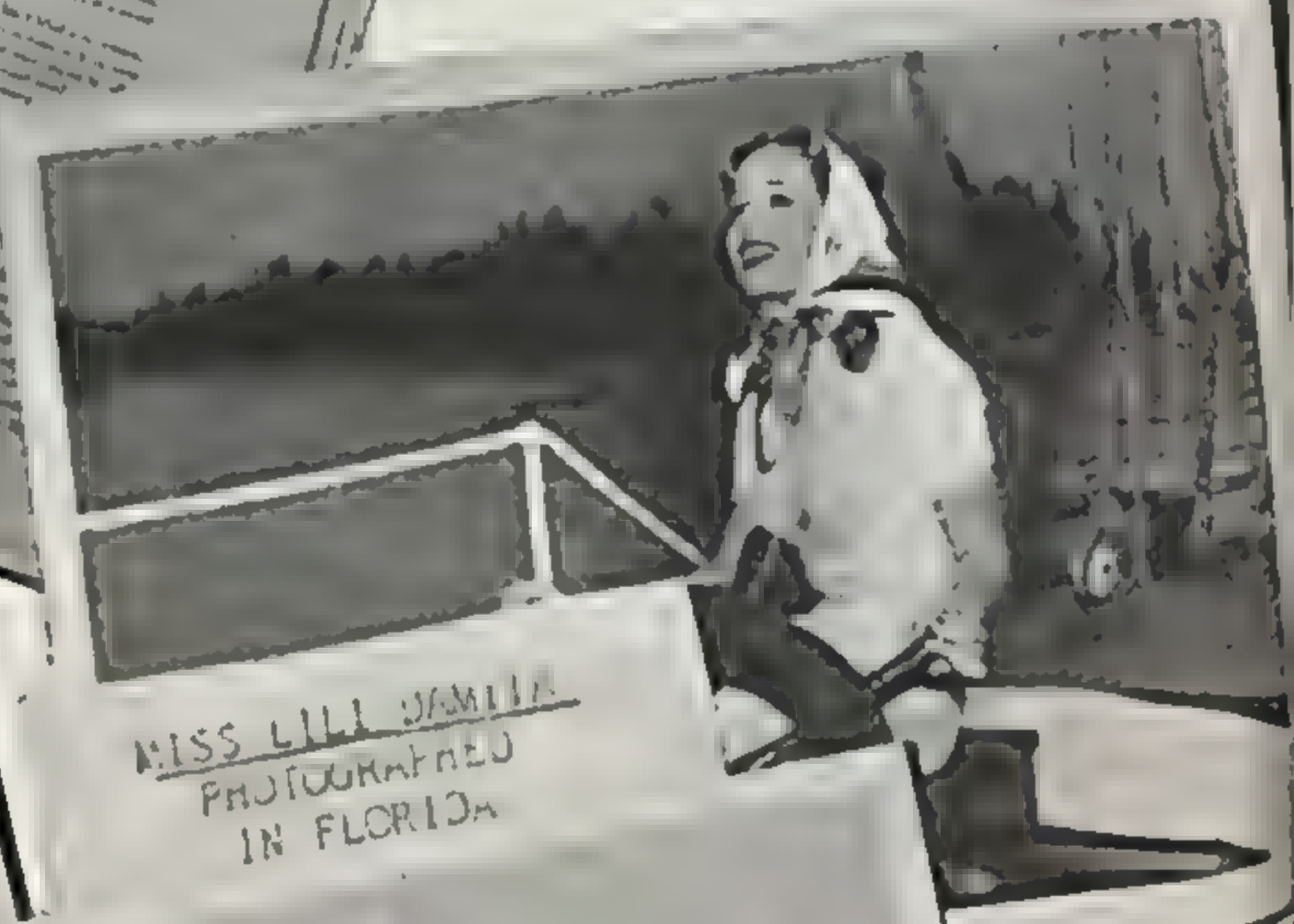


## The kerchief

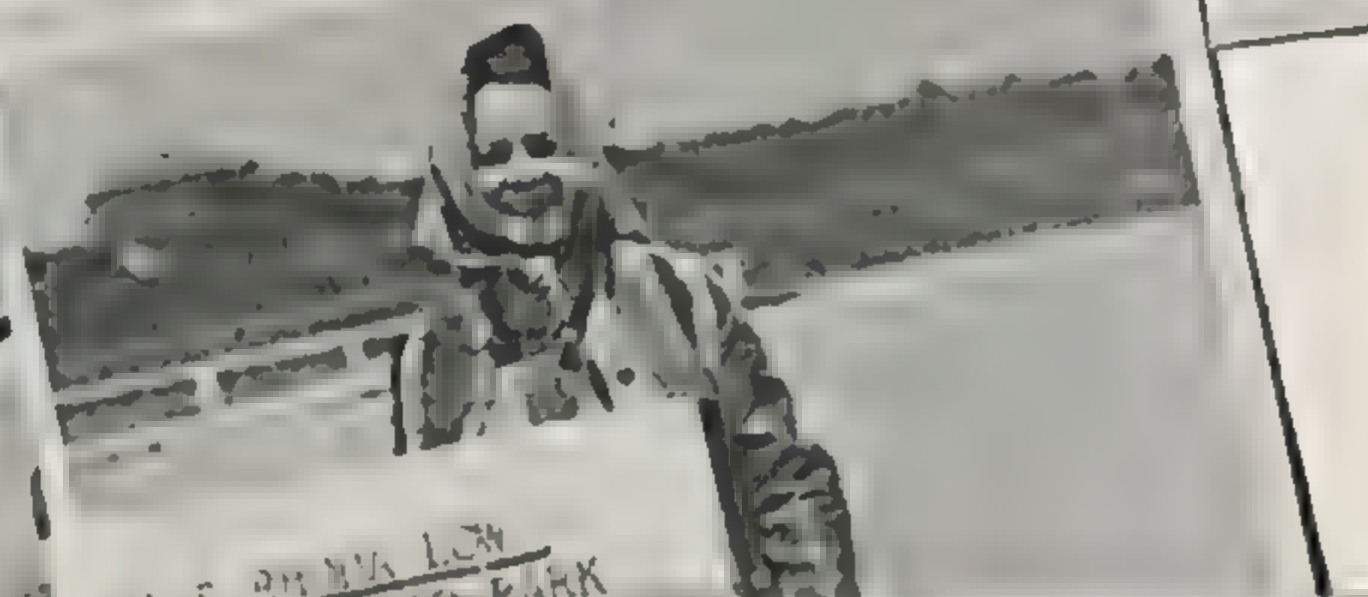
This is the peasant whose great-great-great-grandmother started it all



MISS PERRY SEYMOUR,  
MRS.  
OF C



MISS LILL DAMIAN  
PHOTOGRAPHED  
IN FLORIDA



MISS BRYAN LOW  
OF T. PARK  
AT



MRS. T. MARJORIE ROBERTSON  
AT THE  
SOUTHAMPTON BEACH CL

MRS. GRSON D. MUN



PHOTO SHOWS...  
MRS. PIERREPONT E. JOHNSON  
OF BOSTON AND NEWPORT

**N**OBODY knows who started it or when—it was eons ago, probably, when some peasant woman knotted a kerchief under her chin for the first time. (Maybe to keep her hair from whipping in her face as she mended nets on the beach; maybe to keep her ears warm when she went out to herd the reindeer.) But if no one knows who started it, here on these pages is a fragment of the evidence as to who has carried it on!

Three years ago, Vogue first showed the kerchief for skiing (see above); little by little, it has edged its way from peasant to princess, taking in, along the way, débutantes and movie stars, worldly women and campus queens, smart young marrieds and scampering, gay little girls. The bareheaded “summer girl” is practically extinct, and, whenever she isn’t wearing a hat, she’s tying a kerchief under her chin. Now Schiaparelli presents the kerchief again, this time for evening glamour. (The one opposite is gold-embroidered chiffon.) But in spite of delicate fabrics and a new elegance, the kerchief is still worn in ageless peasant fashion—knotted under the chin!



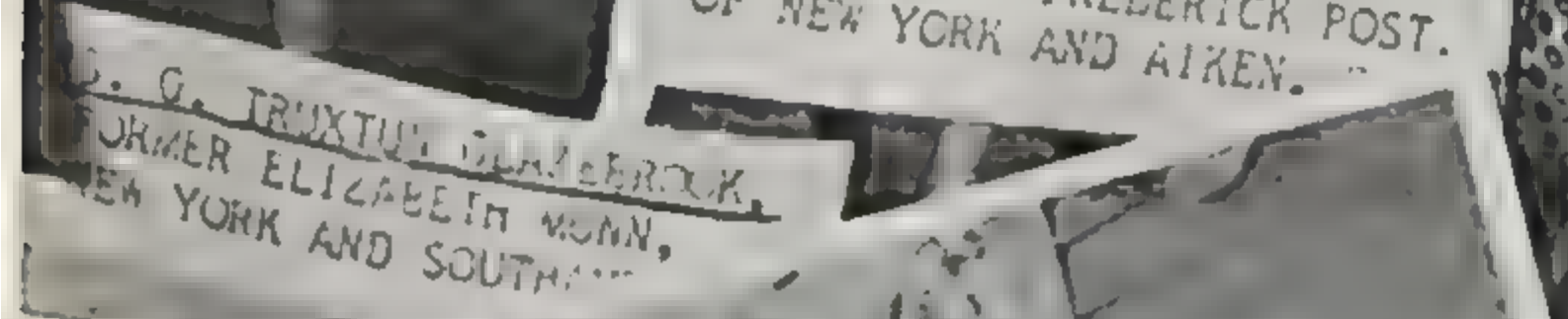
that got ahead in the world



MR. AND MRS. FREDRIC MARCH  
PHOTOGRAPHED IN BERMUDA



MISS FRANCES POST,  
DAUGHTER OF  
MR. AND MRS. FREDERICK POST,  
OF NEW YORK AND AIKEN.



MRS. T. SUFFERN TAILOR,  
SWAPPED AT AIKEN, S.C.



This is the Princess Poniatowska, wearing Schiaparelli's new gold-embroidered evening kerchief (Bonwit Teller)



*Miss Joanne Bass*







*Miss Brenda Frazier*

Above: Miss Brenda Frazier, daughter of Mrs. Frederic Watriss and the late Frank Duff Frazier; granddaughter of Sir Frederick and Lady Jane Williams-Taylor. One of the prettiest débutantes of the coming autumn, Miss Frazier is photographed in a dress of mousseline de soie, its skirt embroidered with leaves

Opposite: Miss Joanne Bass, the bride of Mr. Marshall Field, junior. Miss Bass, daughter of Mr. and Mrs. Robert Perkins Bass, made her début in Boston and Washington, and chose her grandmother's East Walpole, Massachusetts, place as the scene of her marriage. Here, she wears a gold-embroidered crêpe dress





TOP: Schiaparelli's Madeira boleros, of embroidered satin for evening; wool for the beach. Above, second: More of those glorified evening kerchiefs such as we show on page 27.

Below, first: Schiaparelli's foliated hat, a necklace of gold leaves, a chain of white Cellophane, and insects or ferns for your lapel.

Below, centre: Mainbocher's necklace of pearls and red grape beads—and clips to match.

Last: Lelong's gold jewellery—a finger-chain bracelet; gold-and-red latticed earring; earring on a shoulder-length chain; gold-and-ruby flower, fine chain; Hindu goddess clip of gold.

## Collection Caviar

Opposite: Two Chanel dresses in significant colours. The first is of mauve ciré satin with one shoulder-strap nothing but a garland of flowers. The second, a corseleted dress of stiff sheer fabric in deep red, with a tulle bracelet on either arm.











**WHERE:** In Mainbocher's Mid-Season Collection

**WHAT:** Dress and cape of stained-glass blue taffeta; scarlet satin gloves

**WHY:** A sweep of one colour shocked with splashes of another





WHERE: At Alix's Mid-Season Opening

WHAT: A pillar of draped chiffon jersey, part blue, part mauve

WHY: A new way of swirling two colours







## SHOE SHINE

You're apt absent-mindedly to put them away in your jewel-box—these latest evening shoes. They're more like trinkets than shoes. They're paved with glittering stones, embossed with gilt medallions, encrusted with beads, spangled with paillettes, embroidered with silver and gold...they practically outshine your bracelets. To be sure, the idea is ancient. The Orientals, the Romans, the Venetians thought nothing of putting fortunes on their feet—as well as on their wrists and throats—and it seems that we're getting back to that idea. Witness, on these two pages, what Paris and New York are doing.

It's all just another step in the late move for less prosaic shoes. Another step up from that first startling clog that appeared nearly a year ago. These have come quite a long way—they're more like the Chinese slipper or Venetian chopine. The soles are softer, more flexible; the trimming far more lavish, so that your shoes carry out the decorative scheme of your costume, like jewels. Certainly, those rich colours would glow like jewels, against a black dress or a white one. Certainly, those glittering touches give a new shine to your shoes. And, certainly, they forecast a new brilliance afoot for autumn.

OPPOSITE: A burgundy jersey sandal embroidered with a frieze of gold paillettes and bright-coloured beads

- Purple jersey sandal with seven ladder straps
- Chartreuse jersey sandal with graduated sole
- Shocking-pink crêpe sandal, embroidered in gold
- Pale blue satin sandal with beads and gold thread
- Purple jersey sandal embroidered with beads
- Bottom: Violet jersey sandal with silver tracteries
- All are Schiaparelli shoes designed for Laird Schober
- In the background: Schiaparelli's blue satin coat, its padded shoulders heavy with metallic smocking

ON THIS PAGE: A blocky sandal of black crêpe, with serpentine bands of gold kid to hold it on

- A chopine of deep purple crêpe with silver kid bands
- Purple silk jersey sandal, like an Oriental empress's, with gold metal medallions and gold embroidery
- All-over brocade shoe with soft, flexible sole built in two layers, the lower layer extending out
- Beige grosgrain sandal with bands of petit-point
- Black satin sandal, its sole paved with stones
- White satin shoes, encrusted with shell-like beads
- These are all Delman shoes from Bergdorf Goodman







ANTON BRUEHL

"I MARRIED AN ANGEL"





AGAIN this summer, solemn Richard Rodgers and tempestuous Lorenz Hart have given New York an elegant musical comedy, this time "I Married an Angel," full of lovely songs and twisting lyrics, alive with wild inversions. Into the middle of their tale of a man who married an angel, they injected this Surrealist ballet, mocking the whole essence of Dali-ism. Known privately and affectionately as "The Triumph of Desdemona," the ballet has for its prima ballerina the star of the show, the delicate new beauty, Zorina, who has become New York's latest delight. (She is shown here three times—with horns, with shell, and posed in a glassless mirror.) Among the ballet's Surrealist clichés are fish-nets catching only faces, a headless man, a nymph rising from a sea of blood-red arms, and finally the Touch of Death—a strong man with a bicycle, squeezed by a serpent nibbling at an outsize heart—Surrealism Triumphant.





**GRACE MOORE**

Miss Moore's lovely voice is one of the greatest of box-office magnets. She has just freed herself of her Columbia Pictures contract, and sings this summer at the Lewisohn Stadium for the first time. Next winter, she will sing "Louise" at the Metropolitan Opera. (Valentina dress)

HORST



# ...no ceiling to the music

*the workings of the Lewisohn Stadium*

*by E. J. Kahn, Jr.*

**T**HOUGH she is not a baseball fan, Mrs. Charles R. Guggenheimer worries about the weather much more than the average bleacherite. As the driving force behind the open-air Lewisohn Stadium Concerts, she has the unhappy lot of arising each morning, through eight consecutive summer weeks, to face another tussle with the elements. Unlike the owner of a ball club, Mrs. Guggenheimer can not fall back on double-headers; as soon as one of her fifty-six concerts is drowned, it becomes a total loss—except to the orchestra, which gets paid anyway, and the audience, which receives rain-checks as good as any ever issued to a fan on the first-base line. Mrs. Guggenheimer receives nothing but a headache. She remembers all too well the summer of 1933, when eleven concerts fell prey to the clouds; and 1931, when the number reached an all-time high in the twenty-one-year-old Stadium history: fourteen. The pæans of critics make her infinitely less happy than a gracious nod from the golden weathercock.

The Stadium Concerts are art, of course, so nobody expects them to make money. They don't, either; this summer, the budget is about \$190,000, of which half will go to the members of the hundred-piece orchestra, \$40,000 to soloists, and some \$9,000 to conductors. Then, there is the annual expense of constructing and removing the orchestra shell, with its built-in dressing-rooms. That costs another \$10,000. The rest of the money goes for administrative expenses. Since the top price for seats is one dollar (\$1.50 for table seats on special nights), and the majority of the audience pays only a quarter or fifty cents, there is always a discrepancy between expenses and receipts. Beginning in March, Mrs. Guggenheimer bombards ten thousand people, who would presumably not want to see the concerts die out, with appeals for funds; this year, her goal was to collect \$75,000. With this reserve to fall back on, the concerts just manage to pull through each summer.

The maximum capacity of the Stadium (a great, dark amphitheatre of stone, facing the brilliant lights of the orchestra shell) is twenty thousand, but the attendance is rarely anywhere near that. If fifty-six concerts were held each year—and the rain sees to it that they're not—and seven thousand, five hundred people attended each one, the

\$75,000 cushion would be superfluous. But the total yearly attendance actually hovers around the three hundred thousand mark. The biggest night they ever had was the first Gershwin memorial concert last summer, which drew a packed house and grossed somewhere around \$10,000; Mrs. Guggenheimer won't tell the exact figure.

Next to Mrs. Guggenheimer, the guiding spirit of Stadium Concerts, Inc. is Miss Margaret Boyd, a kindly, matronly lady who, in her own words, "is the works." Miss Boyd has been secretary of the organization for eighteen years, keeps all its records, and is in constant telephonic communication with the Stadium itself, to see how the weather is coming along at One Hundred and Thirty-Seventh Street. Other sturdy links in the Stadium chain are Willem Van Hoogstraten, chief conductor since 1923; Arthur Judson, Manager, who has contributed to Stadium lore a theory that almost all of the audience arrives at the scene during a wild ten-minute interval between 8:20 and 8:30, which is post-time; and the honorary co-Chairmen: Adolph Lewisohn and Mayor LaGuardia.

Mr. Lewisohn was responsible, of course, for the Stadium itself, which belongs to the City College of New York, and makes a fine football field in its non-musical moments. On the opening night each season, he makes a speech, which is chiefly noted for its repetitive quality. One year, a careless press-agent mislaid the text of Mr. Lewisohn's address and, in a devil-may-care mood, sent the papers mimeographed copies of his speech of the season before. Mr. Lewisohn followed the year-old script practically word for word.

The Mayor is one of the Stadium's most loyal patrons; he has been coming up for years, and used to be a familiar figure, coatless and sucking a corn-cob pipe. He has since dispensed with the corn-cob, but still manages to get up two or three times a week. He also makes a speech on the opening night, and one year was interrupted by the angry cries of Communists in the twenty-five cent section, who appeared to be yelling "We want money!" Not knowing of any debts outstanding to The Party, the management maintained a bewildered silence until it turned out the shouts were "Free Tom Mooney!" (Continued on page 73)





MISS NANCY WIMAN, AT HER FAMILY'S BERMUDA PLACE, IN EYELET ORGANDIE STRUNG WITH BLACK VELVET (DRESS; SAKS-FIFTH AVENUE)





MRS. JAY HOLMES, LEANING ON THE WALL OF HER NEW TUCKERSTOWN HOUSE

## *Bermuda—open all summer*

No house is shut up for the summer in Bermuda any more. As soon as school is out, the young crowd catches the first boat. House-parties fly down for week-ends. June brides go down for summer honeymoons. One new house after another is going up. Mr. and Mrs. Jay Holmes (photographed above is Mrs. Holmes) have just finished their gleaming white house in quiet Tuckerstown. Mr. and Mrs. Dwight Deere Wiman have just completed their new place, high on a cliff at Evans Bay—opposite is their daughter, Nancy, snapped against the coral walls.

Summer-time, suddenly, seems as attractive in Bermuda as Easter time. Weather practically as mild. Roads as motorless. Swimming better. Night-life nearly non-existent, except for a little dancing under the stars. Bars closed at ten o'clock. The only places where you can stay up late—Claudia Darrells or the Water Lot in Cambridge. Day life lazy and healthy. Bicycling, golfing, swimming, fishing, sailing, visiting from house to house. An occasional run into Hamilton for shopping and a five-thirty Planters' Punch at "21," the "Ace of Clubs," or the "Quarry." A look in at the Aquarium to see Vincent Astor's penguins or the guppies he brought back from the Galápagos. And very, very little preoccupation with clothes.

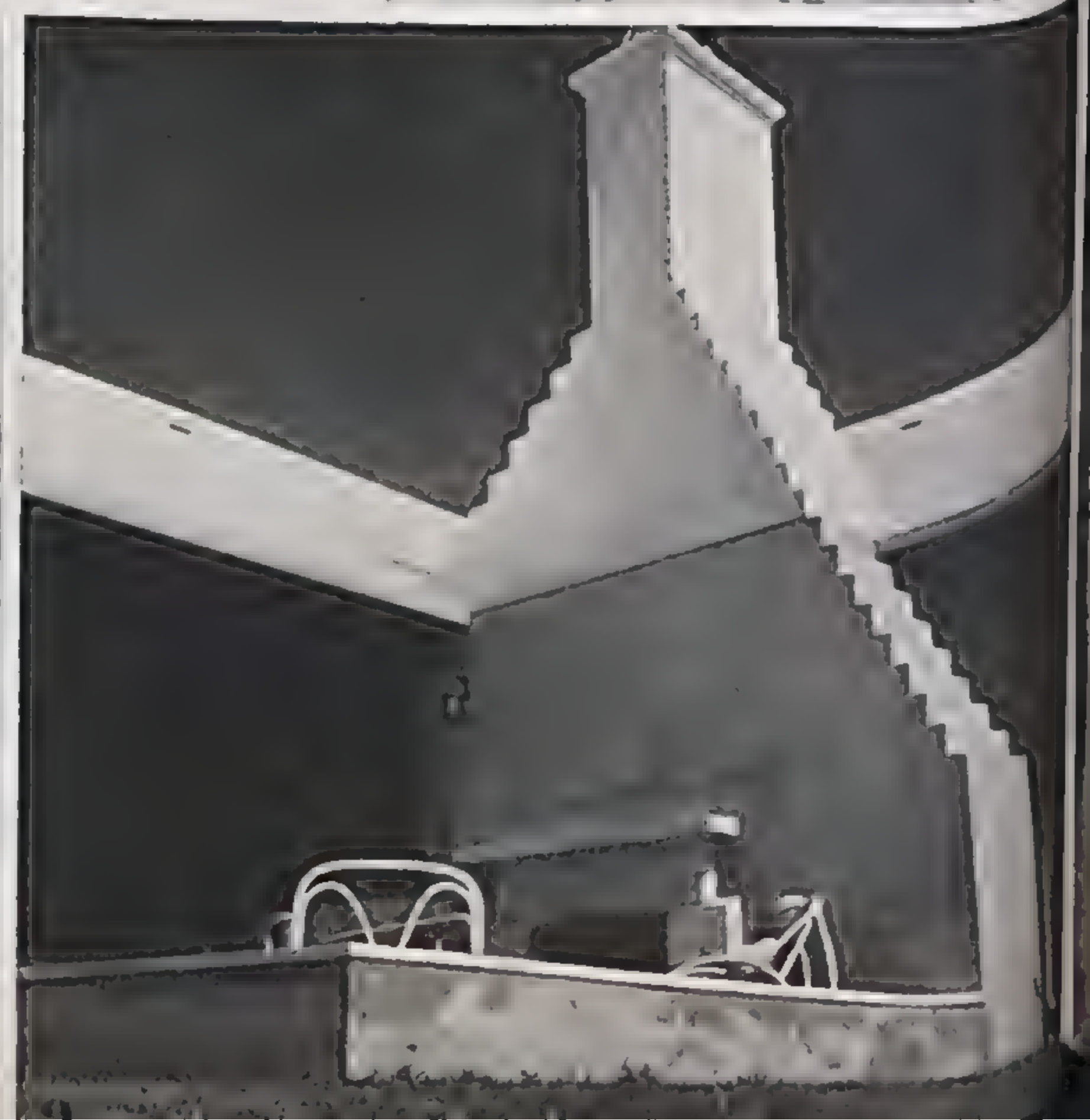
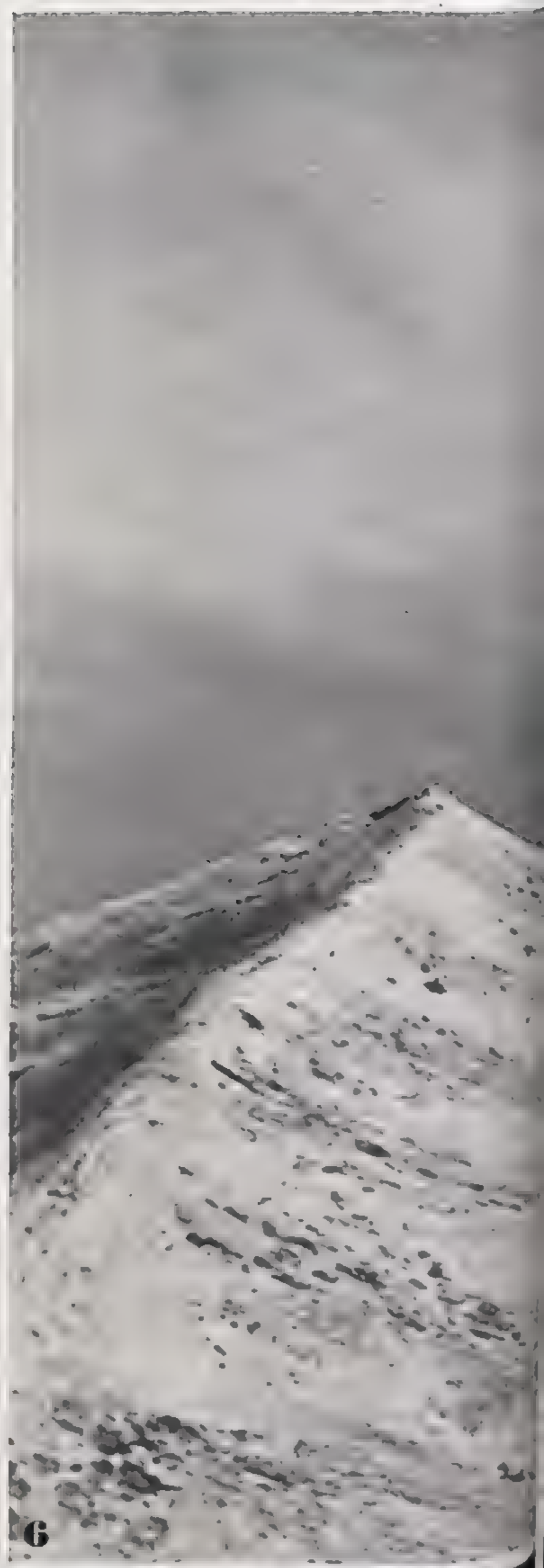




## Bermuda—open all summer

And here are some more slices of Bermuda life. Here you see the Bermuda sun shining, the Bermuda wind blowing, the Bermuda water stretching away to the horizon. And you see how the young crowd, in casual, easy-going clothes, enjoys every part of the panorama:

**1.** Miss Gloria Braggiotti, wearing a peaked hat and cotton skirt, in Bermuda, shortly before her marriage to Mr. Emlen Etting. **2.** The cool living-room of Mr. and Mrs. Jan Boissevain's house—all white walls and monk's cloth. **3.** Mr. Robert O. Bacon, junior's, swimming-pool in Tuckerstown. **4.** Miss Nancy Wiman in piqué as white as the bench she's sitting on. **5.** Miss Elizabeth Waterbury, leaning out the window of her mother's house in Warwick. **6.** A gust of wind (there are plenty of them) billowing Alice-Leone Moats' pink-and-white tea-gown. **7.** Mrs. Leonard Thomas, on a three months' honeymoon. **8.** Mr. Alfred de Liagre and his sister, Mrs. William Labrot, atop the roof of her house. **9.** and **11.** More views of Mr. Bacon's coral house. **10.** Miss Elizabeth Waterbury in pink lace almost the colour of her house. **12.** Mrs. Leonard Thomas, on her head a fish-net turban, sightseeing in old St. George's







PHOTOGRAPHS BY HORST





HORST

## HELEN WILLS MOODY

Miss Wills is more than a figure on the tennis-courts. Whether at Wimbledon or Forest Hills, she has no fresh tennis worlds to dominate. But that is not all. She has written an able and interesting autobiography, explaining her relentless stability on the courts, and at least a dozen magazine articles. She also paints and designs. Now, beginning a new phase of her career, she is planning a course of lectures for next winter which will take her to more than twenty American cities. In September, she will reappear in pursuit of her eighth American Championship



# THE ENIGMATICAL MISS WILLS

By Arthur Loring Bruce

OUR writers on sports have determined that Helen Wills is a Greek. When they remember Homer, she becomes "Queen Helen"; when Offenbach is recalled, she is La Belle Hélène. The fact that, actually, she sprang from Norway does not deter them; she is still the daughter of Zeus and the Queen of Troy. But the problem of finding an exact niche, in the myths of our own day, for so enigmatical a personage, is not quite as simple as the sports writers think. For one thing, she happens to be half a dozen women in one; a creature in manifold, full of contrary traits, currents of feeling, aspirations, and racial strains. Freud himself would be stumped by her.

But, in the Homeric myths, there is a parallel to her multiple personality. When Hermes took the Trojan Helen to the court of Proteus, she noted the variety of shapes into which he transformed himself—a serpent, a leopard, a tree, and a ball of fire. But if Proteus were to visit the court, or courts, rather, of this modern Helen, a similar bewilderment might be his; for he would observe, under the guise of a seeming Diana—the Goddess of tennis, of mountain-climbing, swimming, and duck-shooting—a variety of other women. There would, first of all, be an authoress, with two books to her credit; a painter and water-colourist, exhibiting and selling pictures—in London and New York—which not only indicate a high order of craftsmanship, but a genuine warmth of feeling; a business woman, designing dress fabrics under handsome contracts; a popular personage in the fashionable world, apparently at home at a "drawing-room" or garden-party at Buckingham Palace, in Elsa Schiaparelli's fitting-room, in visiting the Astors at Cliveden, or on the dance floor at El Morocco.

It might also puzzle him to hear that the Bishop of London wrote her a letter, asking if he might not marry her—to her husband, of course; that Shaw rebuked her for stealing what was left of his heart at seventy-five; that Augustus John painted a portrait of her and presented it to her as a token of his high esteem; or that Will Durant went seriously with her into some of the more tortuous mazes of pragmatic philosophy.

And, finally, it might surprise him to meet a woman who invariably does the correct, the thoughtful, the tactful thing; to know, for instance, that, once, when dining with the Duke and Duchess of York, now the King and Queen of England, she took care to arrive there ten minutes before the appointed hour, only to pass them in driving around the block until Big Ben had rung out the hour of eight.

But these are only some of the contrarities in this baffling young woman. Of a few others—scattered and not quite in their philosophical order—mention must also be made. For one thing, there is the matter of her will—inexorable and not to be denied—a will that carried her, still in pigtails, to our Junior Championship and that made her, with her hair up, our true champion, at seventeen; and that brought her, in all, seven National Championships here, and seven English Championships at Wimbledon.

At thirty-two, that will, that incredible fixity of interest, is still as much in evidence as it was when, as a little girl, she took a secret and solemn vow to forswear her youthful pleasures until such time as the crowd at Forest Hills had finally acclaimed her champion. And still, this summer in London, while preparing for Wimbledon, she refused invitations to dine with the Duke and Duchess of Gloucester, with the Duke and Duchess of Kent, and with the American Ambassador (who had gone to Waterloo Station to meet her) in order to be the fresher for her practising on the courts.

It is with such seriousness that she takes all her tournaments. Lunching with her and her mother one day at Forest Hills, before her second match in a championship, I spoke of the women who still opposed her, and of why I thought she would vanquish them. Later in the day, her mother took me aside and explained that she herself never so much as mentioned the word "tennis" to her during the progress of a tournament. She also confided to me that her daughter never, in the course of a championship, allowed herself to read the papers, fearing that they might alter her strategy, induce overconfidence, or instil fear in her heart. Again at Forest Hills, I remember that she went to her room for a nap at twenty minutes past two, asking her mother to waken her in exactly an hour's time—or ten minutes before her semi-final match with Alice Marble was to begin. Her mother—ten minutes late in remembering her promise—went to her room at three-thirty and found her sleeping the sleep of the just.

But, for all her resolution, strength of character, and will, there are occasional marks in her of human frailty, of the weak woman emerging unpredictably, the unreasoning heart trying desperately to be heard. A few examples may not be out of order here. In her very first championship at Wimbledon, before the King and Queen of England, when Kathleen McKane had so suddenly and unexpectedly defeated her, she spent long minutes in her dressing-room bemoaning her weakness and crying out her youthful eyes. Her passion for her dogs springs from a far deeper well than that of companionship. Her love of dancing amounts almost to a mania, for she dances well and makes an extraordinarily effective figure on the dance floor.

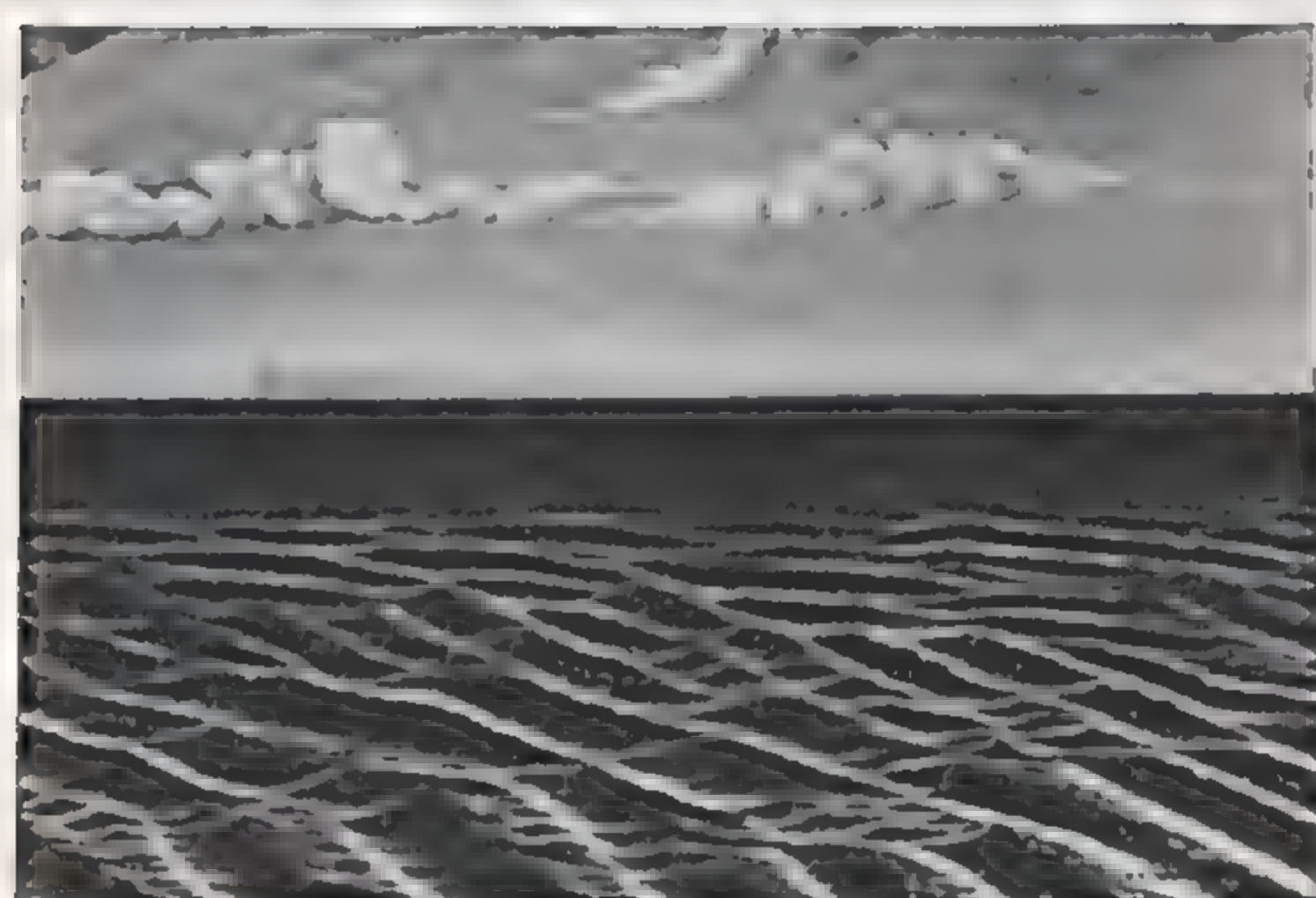
When in need of a pair of gloves she invariably buys two pairs—her right hand being considerably larger than her left. It must in part be the result of vanity that she is the trimmest woman ever to be seen on a tennis-court; never a pin out of position, hair inevitably in order, laces tied, shade in place, and skirt immaculate. I say "skirt" because she never, even in practice, wears shorts. Her love of clothes is so great that, at Patou's in Paris, she spent for her dresses exactly twice the amount which, in her budget, she had promised herself to spend.

Finally, she so dreads a sunburned face that, for several seasons, at the foreign tournaments, she carried a little parasol to shade her features, for all the world like Queen Victoria.



# INNOCENTS IN MODERN ART

By Frank Crowninshield



"THE OPEN SEA," BY DOMINIQUE-PAUL PEYRONNET



"QUAI DE L'HORLOGE," BY LOUIS VIVIN



"SELF-PORTRAIT," BY CAMILLE BOMBOIS



"THE GRAVE OF WILLIAM PENN.," BY EDWARD HICKS

NOW and again, an art exhibit in New York arouses hymns of praise from the public and ringing, not to say anguished, cries of disapproval from the critics. It is only necessary to cite, as pat examples of such singular æsthetic phenomena, the famous exhibit at the Armory, or the important shows of German, African, Cubist, and Abstract art at The Museum of Modern Art.

And now another battle is raging, still at The Museum of Modern Art, and still between the People and the Critics. This exhibition, which is called "Masters of Popular Painting," contains the work of twenty-two so-called "innocent" or "instinctive" painters—humble souls who, after long plying their lowly trades, took to paint as a final refuge for their souls. Furthermore, like Chardin, Corot, and Cézanne, these naïve contemporaries painted solely to please themselves.

Merely as an example: the Frenchman who painted the picture on the opposite page—gipsies resting near their caravan—was for many years a wrestler in a travelling circus. Later, he became a day-labourer; then a soldier of renown; then a compositor, and, finally, toward middle age, a painter. His name is Camille Bombois; but the point to remember about him is that he always loved painting, always wanted to be a painter, and somehow, in his private and solitary hours, always managed to paint.

And the pictures reproduced in miniature on this page are almost as singular, not to say Freudian, in their origins. The first of them, a rhythmic and haunting seascape, is the work of a successful French job-printer; the second is by a Parisian post-office inspector; the third is a self-portrait of our friend the wrestler; while the fourth was painted by a Pennsylvania Quaker, preacher, and coach-maker combined, who, dying ninety years ago, to-day remains one of the most sensitive and evocative of our early nineteenth-century masters. But here, again, the point to stress is that these men, though occupied in humble trades with no earthly provocation or encouragement to paint, still painted in their spare hours (by night, even, if employed by day) because the urge to give visible form to their emotions, to air the fragrance of their spirits and trace the pattern of their souls, was the call to which they wanted most to respond.

These five pictures, and one hundred and sixty-six others like unto them (all in the category of "Sunday" painting, because it is on Sundays that such works are usually created), are included in this stimulating show at The Modern Museum. Half of the painters represented in it are French, half are American. (One of them was a woodsman, one a house-painter: likewise a clerk, a porter, a labourer, and a coloured veteran of the World War.) But all of them were self-taught. With the exception of Hicks, the Quaker preacher, they are all *contemporary* painters, though the greatest of them, Henri Rousseau, has been dead for nearly thirty years.

The exhibit deserves a page of comment and explanation here; first, because the commotion it has called forth involves the entire problem of art education and art criticism in America—particularly our failure to create true artists here, as they are so often created in France—but also because it will remain current (Continued on page 70)





GIPSY ENCAMPMENT IN FRANCE—This is one of the fresh, imaginative works in the stimulating and much-discussed exhibition of "Masters of Popular Painting" now at the Museum of Modern Art. Among the contemporary primitives, Bombois is perhaps the most famous. Bombois, who still paints in Paris, spent much of his life as a circus wrestler, using the circus for the subject of his lyric and muscular painting. In the present show, there are nine well-known French painters, and thirteen inspiring Americans whose work is altogether too little known.



# SUMMER





# ON A SHOE-STRING

HERE BEGIN 21 PAGES

OF WAYS AND MEANS

FOR STRETCHING INCOMES

THAT'S what you say you're on—a shoe-string. Almost everybody is, at one time or another. But, of course, one woman's shoe-string may be a lot of rope to another. You may, for instance, be trying to run that Newport place on a shoe-string. Or a handbox in New York. Or maybe just yourself. Shoe-strings mean anything—but never quite enough.

Luckily, summer is one time when any shoe-string stretches. Ravioli dinners are as satisfying as squab dinners—in summer. Pots of geraniums can give as much downright satisfaction as a hedge of gardenias. Mosquito netting makes as effective curtains as point d'esprit. And a well-cut linen coat can be as smart—in summer—as sables.

Practically everything is on your side. Household accounts lighten. Menus lighten. Worries lighten. And clothes bills lighten. For one thing, you spend a lot of time in bathing-suits or play-suits or cotton and linen dresses which you pick up for a song. Your hats (especially this season) are mere conceits of straw or piqué or flowers—and there are marvellous ones for any shoe-string price. You wear the versatile shirt-waist dress or a backdrop dress that varies with accessories, instead of dressing up to, say, an expensive fur coat. (If you don't own one, you have the consolation that every one else's is in storage.) You're a dream on the dance floor in dotted Swiss or organdie. (Both come lower than luxurious winter fabrics.) You ward off breezes, night and day, with crisp washable coats and jackets. You wear jewellery that's silly, gay—and inexpensive.

However, as you may have suspected, there's a catch in this. You can't just ramble out and pick up any little inexpensive thing. It's no economy unless you get good designing, careful workmanship, and style for your money, be it ten dollars or a hundred. And so, to make it easy, we've rounded up page after page of clothes, clothes for every shoe-string budget and every time of day. (Not to mention some cash-conserving ideas for entertaining and decoration.) Below, a few midsummer madnesses to add spice:

1. A rough straw sailor tied to the back of your head with a velvet ribbon. 2. Clusters of flowers, instead of buttons, on an inexpensive piqué dinner-jacket. See the pink suède gloves. 3. Epaulets of flowers on the same sort of jacket, and a nosegay in the hair. 4. Butterfly bows of grosgrain. 5. A square of silk print like grandmother's shawl. 6. A Basque beret no bigger than a cruller, held on with a snood. After all, even the best buy can be enhanced with a little imagination. And the next score of pages is rampant with buys and imagination both. Don't let your shoe-string tie you up in knots—just read on....





CLARE POTTER AND HER DOZING DALMATIAN IN THE LIVING-ROOM OF HER SMALL STONE FARMHOUSE

HORST



## A SMALL PLACE IN THE COUNTRY



Not a large place, by any means. And not an expensive one. But the old Dutch stone farmhouse in West Nyack belonging to Clare Potter, the well-known American dress designer, proves how attractively one can build with the metal of taste. Her husband, J. Sanford Potter, completely remodeled the place. The exterior (above) looks generations old, but the interior is as modern, as personal, and as colourful as the clothes that Clare Potter designs.

Altogether—there are only three rooms. The big white living-room, opposite, is also the dining-room. Two yellow couches (Mrs. Potter is sitting on one) flank the spacious fireplace. Above the mantel parades a number of flower prints—a clever, but not costly overmantel decoration. Before the andirons are two stools covered with gay (and inexpensive) red Indian cotton. The thick walls make window recesses, in which glass shelves hold plants and ornaments.

In the dressing-room stands a modern dressing-table, first below, holding glass bottles from the Caledonian Market. On the window-sill is a red lacquer Chinese make-up box, and light comes in through the red-and-cream cotton curtains. The sea-blue bedroom, third below, opens onto an up-stairs sun-porch; the curtains are of mustard cotton, the fireplace white brick, the bedspreads bright green peasant linen. Plaid linen towels and wicker bottles are nice notes in the bathroom.

A comfortable old-fashioned rocker rocks on the porch, centre below. And in the garden is a dark red tool-house—the inside walls painted with mulberry water-paint brought from Bermuda and thumb-tacked with prints of mushrooms.



A MODERN DRESSING-TABLE



AN OLD-FASHIONED ROCKER



MUSTARD CURTAINS IN A SEA-BLUE BEDROOM





## SIMPLE TASTES



RELAND

The obviously uncomplex pair above are—as you can tell from their concentration—enjoying themselves hugely. They're eating out-of-doors. Out-of-doors, for all that it may be in a French back-yard with a view of the neighbour's wash. The papa, an independent soul, retains his cap; the mamma doesn't care. What they're interested in is the food, the red wine, the crusty bread.

And though the people on the opposite page are a little more weighed down by the niceties, they share the same spirit, the lovely release of summer, the simple tastes. (Al fresco dining, like the dirndl and the peasant kerchief, is a heritage from simple people.) The out-of-doors is a little more fancy—a green lawn, say, or a terrace. But sun and sky are the same. And what should be in the carafe but red wine, and what should be in the wicker basket but crusty bread?





MR. AND MRS. GEORGE HOPPER FITCH LUNCH OUT-OF-DOORS (TABLE SETTING BY MACY'S)

NYHOLM

**A**NY one can entertain simply. Any one can entertain inexpensively. To do both with charm is something else again. That takes definite planning in addition to your gifts as a hostess. It means searching for pretty, inexpensive things to put on your table; composing a menu so that each simple dish is perfection; finding "little" wines which are a pleasure to serve and which don't wreck the budget.

Your searching, for example, might lead you to Macy's, where we discovered that round table-cloth that transforms your garden table into an adequate lunch table. (The table and chairs are from Mary Ryan.) The green leaf-plates, half-moon salad-plates, and the green cabbage casserole are gay and new.

The Swedish bubble glasses are a delight and almost unbelievably inexpensive. The steel knives and forks from Czechoslovakia are non-tarnishable and perfect for the country. The wooden things and the wicker bread-basket (yours for a song) complete the picture of fine effect at little cost. Mrs. Fitch even wears a budget frock of blue linen from Milgrim.

As for the food, a superior casserole dish is the perfect solution for an *al fresco* menu. Lobster pilaff; macaroni combined unexpectedly and deliciously with salmon; a combination of diced veal cutlets and mushrooms, cooked in layers in a beautiful sauce with a smooth crust of Parmesan cheese; noodles baked with thin slices

of frankfurters; *bœuf à la mode*—any of these provides a fine *pièce de résistance*.

Then, a green salad, but make it a summer green salad, tossing in the less usual herbs, as well as all the green things in the garden. Cut up a few fresh basil-leaves; add the dark green of tarragon; cut tiny radishes in quarters; add a few feathery bits of dill. Serve curried stuffed eggs with the salad, if you want to increase your menu, or rolls of paper-thin Parma ham. Have the bread crusty and fresh; the butter sweet and in pretty curls, with an extra supply right on the table.

Fruit, of course, is perfect for dessert. Or fill a hollowed pineapple shell with balls of pineapple and stoned black cherries and a glass of any liqueur. Try an angel-cake with chocolate filling, or order one of Miss Roach's super-fresh cocoanut cakes (ELdorado 5-0024).

Go to a reliable wine house for your "little," inexpensive wines. Real discoveries await you, if you make an effort. Consider the Château Lynch-Bages, 1929, claret, light and excellent for luncheon, or a beautiful Moselle, Uerziger-Würzgarten, 1935, at Bellow's. Look for 1928 Bordeaux—St. Emilion, St. Estèphe or Medoc—shipped by a reliable firm, such as Calvet. Investigate the Vin Rosé Fleurie of 1934, and a good White Bordeaux, Château Laurétan, 1934...the merest suggestion of the variety to be had at many good wine-shops for really modest prices.





**T**HE presto-chango of dress plus jacket, admittedly a familiar story, is retold here in a new way. Beginning with a really good black crêpe slip, we proceed to add different kinds of tops—slip covers that may be camisole, house-coat, sweater. There's a group for day, one for evening. Though you can't buy them for a song, their economy is long-run.

1. **THE SLIP**, a column of black crêpe, is the beginning. (To call it slip is understatement—you can mass your jewellery on it and call it a dress.) Lord and Taylor.

2. **THE JACKET**—bright and spectacular—is of yellow Moroccan cotton with green, red, and gold embroidered stripes. It comes from Bonwit Teller.

3. **THE SEPARATE BODICE**, Schiaparelli's idea, is a mere shimmer of blue satin, with puffs of sleeves and a square neck-line. It stops at your ribs. Lord and Taylor.

4. **THE CAMISOLE TOP**, a far cry from your grandmother's idea of one, is a whiff of cyclamen chiffon, pleated all around. A fluttery ribbon ties it over the slip. Lord and Taylor.

5. **THE HOUSE-COAT**, sheer and floating as a midnight wind, is made of black mousseline de soie. With its tight waist, bell-sleeves, and skirt that merely shadows the slip, it's exactly what you'll want for dining by candle-light. Lord and Taylor; Jays in Boston.







6. **THE JACKET**, in this series of daytime slip covers, curves away from the foundation slip in swooping, swallow-tail lines. It's of white faille, cool-looking as a sherbet. Lord and Taylor.
7. **THE SWEATER** has the coveted short bulky look—and since it's hand-knitted to order, you can have it made up in your favourite colour chenille. (The raspberry is luscious.) Bill and Hunter.
8. **THE BLOUSE**, of black-and-white printed chiffon, ties up short and tight over the basic slip. Put it on, and you're dressed up enough for any late afternoon occasion. Lord and Taylor.
9. **THE GUIMPE**, short and impudent, is of white piqué shirred with "Lastex." It's not much bigger than an air-mail stamp, and will make you look cool and frosty on a scorching day. Lord and Taylor.
10. **THE SLIP**, groundwork for these daytime tops, is a sheath of black crêpe, cut to compliment your figure. The neck-line is cool and low, eliminating an extra thickness of fabric around your shoulders. Lord and Taylor.



## SUMMER SLIP COVERS





*Cool and calculating*

You'll wear it on infernally hot days in town; live in it in the country; take it on your holiday; be as proud of it next summer as this; and not wince at its price—about \$35. It's of white linen, brown belt and buttons—worn with a linen hat. Henri Bendel



Left: You'll like the fabric—a cool red-and-white sheer crêpe in a new cross-bar weave. You'll like the pleats on sleeves and skirt. And you'll admit, once you see it, its price is an understatement—about \$23. White straw hat. Jay-Thorpe. Seaman Schepps clip

Below: You'll never guess offhand the cost of this three-piece suit—cardigan, blouse, skirt of dotted rose. Ameritex fabric of rayon and flax. Even our own fashion scout put it at far more than about \$13. White linen hat. Lord and Taylor; Marshall Field



HORST



# PRIVATE FORMULAE



Both Mrs. Sherman Jenney (right) and Mrs. Gary Cooper hold up this four-dollar silk jersey shirt as their thrift prize of the year—each has several to wear with slacks.

Other young women swear that the new sandals tied on with scarfs are the best bill-reducers of the season. You buy a repertoire of scarfs, switch them every night, and one pair of shoes, ergo, has nine lives.

Mrs. Frederick Frelinghuysen corrals all the big seashells she finds on the beach, polishes them, and turns them into ash-trays. Two or three clever women boast that their proudest coffee-tables are nothing but old rococo mirrors fastened to antique footstool legs.

Mrs. Shevlin Smith gets all her country hats—plain little knitted caps—in the infants' department, at infantile prices. And Mrs. Warren D. Robbins camouflages the most inexpensive crêpe evening bags by pinning on a good jewelled clip.



HOARDED together here are a few wily ways whereby some people get the better of a dollar. They're the clever little dodges, the painless private formulæ for beating a budget without being bore-some. For instance:

Mrs. Harry Payne Bingham, junior, curtains the great white living-room of her country house with nothing but mosquito netting—great sweeps of the humble stuff dyed cinnamon-brown—and though the cost is paltry, the effect is magnificent.

Ina Claire's latest ruse for doubling her money is a simple black dinner-dress with two aprons. She calls them aprons, but they're really evening skirts, which she ties (one at a time) over the basic dress. One is a bouffant black lace skirt; the other, a printed crêpe one—and no one suspects they aren't two different dresses.

Miss Hope Bacon (left) revives a tired white evening dress with this plaid taffeta sash and snood, built on an elastic, which she made herself.



Mrs. Herbert Lloyd (left) spends every spare moment making her own, or her children's, clothes. Lady Mary Duncan, of London, drags her knitting even to dinner-parties, and her husband never has to buy a sweater. One fast knitter has made herself six of those short evening sweaters, in different colours—for less money and in less time than it takes to tell.

Mrs. Frelinghuysen likes crocheting—and crochets all her country bags out of heavy silk. Another crochet-enthusiast is making old-fashioned shawls to wear over summer evening dresses.

Mrs. Wolcott Blair has a seamstress copy her most successful winter evening dress in organdie for an extra dress in summer. And one young woman solves the summer evening-wrap situation with a great triangle of velvet (it could be of taffeta or crêpe or organdie), a triangle measuring about fifty-four inches at the widest point—which any girl with butter-fingers could make for herself.



Though the paintings on the wall are priceless and the antiques beyond estimate, Mr. and Mrs. Carroll Carstairs (right) think nothing of having their butler pass ten-cent store china at lunches given at Mr. Carstairs' gallery.

Mrs. William T. Emmet and Mrs. Frederick T. Frelinghuysen are two others who outwit that item of breakage by using ten-cent store glasses at parties—Mrs. Frelinghuysen even picks champagne-coloured ones for champagne.

Cheap wicker bread-baskets, nicely shel-lacked, hold flowers on one table in Long Island. White Cellophane mats (the initial cost is trivial, the laundry upkeep nil) appear all summer on another table. In one Long Island bathroom, the windows are hung with oil silk curtains, ready-made at twenty-five cents a pair. And in one stark-white Long Island kitchen, the walls and curtain valances are decorated with huge red paper lobsters cut, frugally enough, out of magazine advertisements.



Miss Virginia Thaw (left) quails at sinking money into the all-too-fleeting life of fresh flowers, so she stocks up on artificial ones.

To make a tired evening bag less tired, she pins on it a large spray of artificial forsythia. To disguise an old envelope purse, she sews all over it row after row of cornflowers. She tacks small imitation carnations on a black velvet ribbon that she ties around her neck. She sews tiny bouquets of flowers here and there over a little chiffon evening bolero, or over a large chiffon square for an evening fichu. She even sticks artificial cyclamen flowers in her living cyclamen plants when the natural blooms fade and fall.

Mr. Edward Warburg almost never goes without a carnation in his buttonhole each day, but he shrewdly buys them by the dozen once a week, floats them in a bowl on a table, removes one each morning for his lapel—and thus kills the personal and decorating birds with one stone.



Whatever corner of the world they're in, women keep an eye out for pet economies. Mrs. A. Charles Schwartz (right) rates this garden hat that she brought back from the West Indies one of the best fifty cents' worth she's ever had.

In Somaliland, Mrs. Thomas Shevlin picked up several pieces of loot that have more than doubled the money she paid for them. One of those big gaudy squares that the natives use for table-cloths is now one of her most prized country skirts. Yards of cheap cottons have become attractive cotton dresses. And a pair of native ballet slippers, her pet country shoes.

Miss Beatrice Patterson, also, always buys yards of native fabrics whenever she goes anywhere—and has them made up into summer turbans and dresses. Another woman turns into summer table-mats the handkerchiefs that natives of Curaçao buy to tie round their heads. Try some of these ideas on your own shoe-string.







**JERSEY LILIES**—these beautiful dresses, photographed in Bermuda. White and cool and sleek as calla-lilies. Slim as stems. And scarcely more expensive than a few armfuls of flowers. Above: A jersey dress that's pure line—its skirt flowing straight to the floor, its bodice resolving into twisted shoulder-straps. Incredibly, it costs less than \$30. Russeks

Opposite: Another flower-like dress of Celanese rayon jersey, white as Bermuda's white coral. When you stand, it's slim; when you walk, it's billowing. The little sleeves have an appliqué of gold leather leaves. It saves you money because you'll wear it now and on into the autumn; it also saves you money because the initial price is under \$30. Jane Engel









Now is the time when nearly all good nickels go for ice-cream cones and golf-balls, and shopping seems an appalling effort. We appreciate all this. To save your energy, we've trudged over the town and gathered in only the choicest of the summer salad, to make your wardrobe perk up. And we've let sleeping budgets lie. ...First, we want to go on record as recommending a quick trip to the new Summer Millinery Budget Shop on the mezzanine of the Fortieth Street Knox store. Not only do they have a big fresh collection of felt and fabric hats, but clever young play-clothes to go with them. And you'll find it's a pleasant place to shop, with everything out before your eyes in a large, light room. We remember with pleasure a blue Lustre cloth bonnet we saw there.

Jewellery in an endless chain of white (sketched left). A short necklace of composition links, bone-white, circles your neck. When you see it on a black dress you'll say it's priceless. We agree like a shot, but candour compels us to admit that you can buy it at Macy's for about \$2. You can get a bracelet to match for about \$1. And we won't rest till we've told you about the big twisted loop of a clip, whose price is ditto. Just to make you a further slave to Macy's, they've got more chains—glass ones of many colours and colour combinations in a seven-strand necklace and bracelet. About \$1 for the bracelet; about \$2 for the necklace.

You may have trimmed the boys at tennis only a few hours before, and ridden like an Amazon all morning, but the minute you put on the house-coat in the photograph below, you are going to be *feminine*. Fluttering our eyes over this lovely whiff, we sigh for a bunch of blue ribbons to tie up our bonnie brown hair. The coat is of white dotted Swiss, trimmed with blue cotton fringe and scattered with handfuls of light blue coin-dots. Don't let those coin-dots mislead you; it's only about \$6 at Bloomingdale's.

Flounce around in a furbelow-ed slip and pants this summer. Funk and Wagnall's dictionary says that a furbelow is a puckered flounce on a petticoat, no longer used, which shows how much *they* know. These nainsook elegancies are at Lord and Taylor this very minute, dictionaries or no. So, as we were saying before Funk and Wagnall interrupted, these underthings have furbelows of Swiss eyelet embroidery, with satin ribbons drawn through them and tied in bows. They're very appropriate for wearing under a dirndl, or for doing a cancan, if you can. About \$2 for the pants; about \$3 the day slip; about \$3.50 for an evening slip.

The flowered linen sandal at the left is just prancing to team up with a white piqué dinner-dress or a house-coat. For all their delicate primavera look, these shoes are very practical, with their medium heel and strap and all. They're the sort of possession you grow attached to, we fear. But if by chance they get stepped on by an oaf some night, your loss will be almost entirely a sentimental one, because you can get another pair just like them for about \$2 at Bloomingdale's slipper department.

The white patent leather sandal in the corner sports an honest-to-goodness wedge sole, and is pretty amazing at the price; only about \$2.50 in John Wanamaker's sandal department. If you haven't tried wedge soles yet, now is your chance to get some of these wonderfully comfortable inventions.





**T**his jacket-and-skirt is Macy's reply to a lot of "What shall I wear?" questions. It's of imported crash linen in a good shade of grey—or you can have it in black, if you like. The cardigan jacket hangs straight and boxy in the back, giving you a very trig appearance; the skirt is gored. Both for less than \$10.

*Mary has a lovely hat.*

*Its brim is white piqué.*

*Its crown is grosgrain; navy-blue.*

*Now what did Mary pay?*

*She paid less than two dollars, dear,*

*At Wanamaker's store.*

*It made the children laugh because*

*They thought it cost much more.*

**T**his is one of those bathing-suits that look like nothing in particular when uninhabited by the human form. Climb into it, and you'll want to hang around the mirror for hours saying that one about "Boo, you pretty creature." It's just a little piece of red-and-green cotton print with "Lastex." The price is an attractive little thing, too—about \$3 at Bloomingdale's.

**O**ne reason why we like this summer so much is because of all the red-and-white stripes it has brought forth. We feel that this is as it should be. So many of life's finer things *are* red-and-white striped—barber-poles, our heroes' shirts, peppermint sticks, and now this perfectly lovely piqué shirt for us. We'd wear it with slacks, or with a black or navy-blue linen suit in town. It costs about \$3 at Franklin Simon, and, for the same price, you can buy there the big navy-blue linen bag, stitched in red.

**M**ammy, pin a magnolia on me. To-night I'm going to wear my bandanna dress. (That's the one in the photograph.) It's really made of bandannas—lots and lots of them sewn together and fitted very tight till the skirt begins. From there on, the dress flares out in a big swirl that does graceful things for you when you dance. A halter holds it all up. Buy it in dark blue or in bright bandanna-red, and look fresher than any one else around. Whether you want to believe us or not, you can get this really devastating dress for about \$15 at Lord and Taylor. (In Boston, at Jays)

**A**fter all the white jackets that have been waved before your eyes, here's one that should still make you enthusiastic if you're not jaded beyond recall. It's such a neat affair, and so cool, it will do you as much good as a mint julep some hot July day. You might try both. You probably have your own julep recipe. The jacket is concocted with snowy piqué, pearl buttons, and a round band-collar. Mix well with coloured dresses, and it serves you. It's yours for about \$3 at Franklin Simon.

**A**nd last on our list, though not at all the least, we give you, ladies, the play-suit. That is, Wanamaker's gives it to you, or nearly so. It's practically charity at the price; about \$3. We like the square neck and short shorts, and the generous dirndl skirt shirred with "Lastex" at the top. This suit is made of blue cotton, printed with a bayadere stripe of bright-coloured flowers. Or you can have one with a different coloured background if blue isn't your dish. Now, after all these bargains, if you don't believe Shop-Hound is girl's best friend, we'll just give up.





# SHIFT FOR YOURSELF



BAKER

**BEHIND THE SCENES:** The backdrop dress. It's made of polka-dotted crêpe with white dots over a cinnamon ground; there are pleats in the skirt and more pleats in the bodice. And don't overlook the shoe-string ties. From Best



**SCENE 1.** A busy city street on a sunshiny July morning.  
**COSTUME:** The backdrop dress, a peaked hat of white piqué with a bonnet-brim, and a good-sized bag of white piqué calfskin, made by Koret. Dress, hat, and bag are from Best



You're the heroine of this piece—and you wear the same dress in every scene. However, it looks different every time it makes an appearance. For you change the way it looks for town, for country, for cocktails, by adding an entirely different set of accessories each time. If you're having your problems with a shoe-string budget, this is the perfect way to solve them. One dress instead of three—and, moreover, a scene-stealer every time.



SCENE 2. A country lane, fringed with meadow flowers. COSTUME: A collarless jacket of white sharkskin covering your dress. From Best. And a very casual, off-the-face hat of stitched white linen. You can find this at Franklin Simon



SCENE 3. A roof-top cocktail lounge with small iron tables. COSTUME: A polka-dot jacket, to match the dress; Best. Piqué cart-wheel; Franklin Simon. Koret's piqué calfskin bag; Bonwit Teller. Kay-Fuchs long doeskin gloves; Altman





## Sit in the shade and sew

It will be cool out under that shady tree. And restful.

Sit there and twiddle your fingers idly, or read, or doze,

or - if you want to make hay while the sun shines - knit or sew.

A little sewing stills the nerves, Frenchwomen always claim,

to say nothing of how it eases financial troubles.

And simple summer things take shape so easily.

Run up the long dull seams by machine, if you will, but do

the finishing touches by hand - and double their worth.

Round out your wardrobe with a little bolero, an evening jacket,

a bathing-suit, a couple of turbans and scarfs,

a house-coat, a dress.....and as you sew, so shall you reap.



Make, say, this new Scarf 8001 - that has nine lives.

Wear it as a turban, twisted this way

or that - we give you two ideas above.

Wear it as a sash on an afternoon or evening dress.

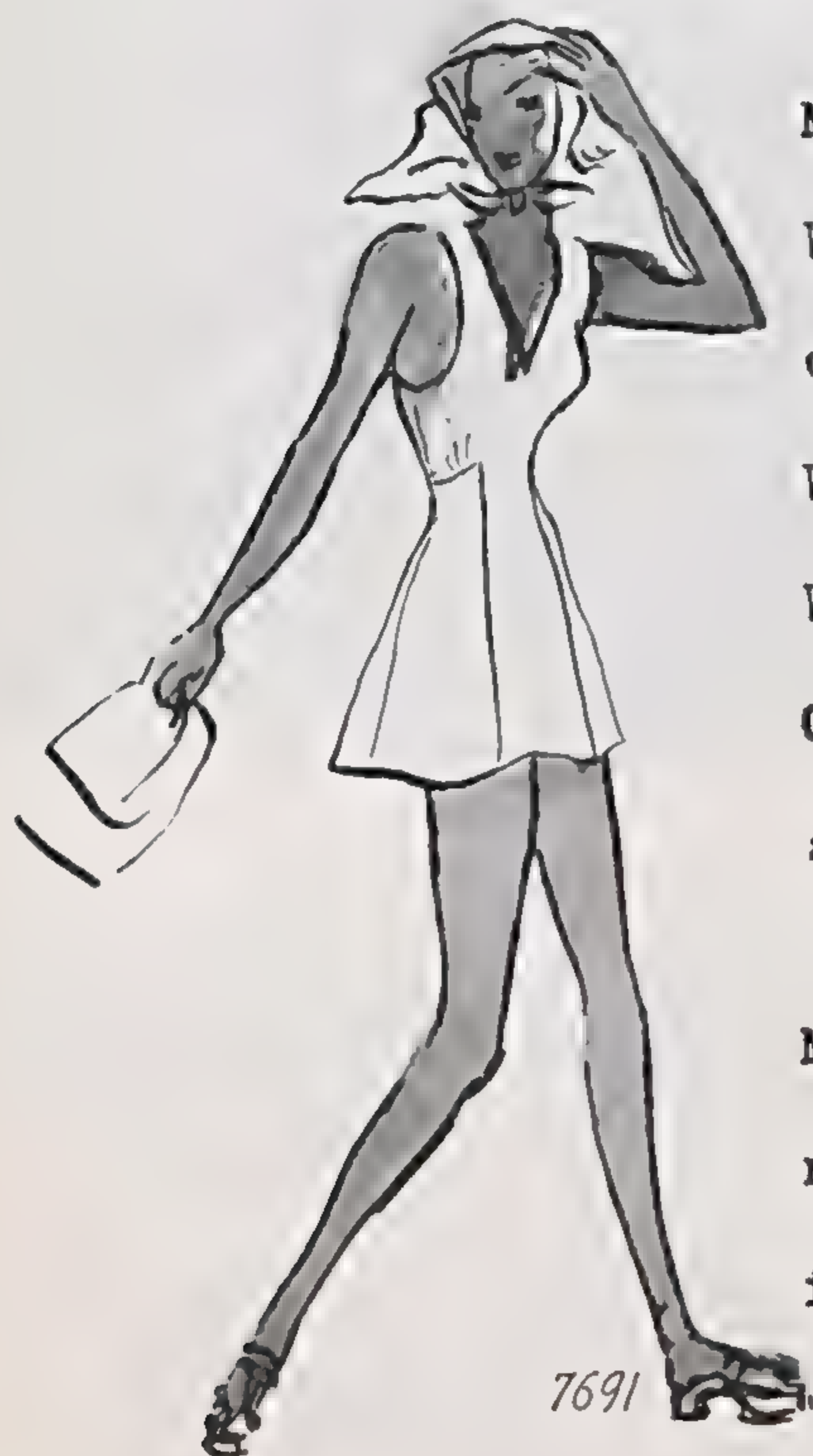
Wear it as an evening scarf - as we show at the right.

One woman made it of two thicknesses of chiffon - one side pink, one blue - and had something very special.

Mere child's play to make is this Bathing-Suit 7691. No sleeves,

no collar to bother with. About four dollars' worth of sharkskin

is all that it takes. Designed for sizes 12 to 20; 30 to 44.





To disguise a day or dinner dress - Bolero 7842.

About two dollars' worth of red faille will make it.

"Easy-to-Make." Designed for sizes 12 to 20; 30 to 38.

You'll get 24-hour service out of Jacket 8048.

About \$5 will buy all the velveteen you'll need.

"Easy-to-Make." Designed for sizes 11 to 17; 29 to 35.

Only three pieces of shantung to

run up - in "Easy-to-Make" Dress 8085.

This won't cost you over \$6.

Designed for sizes 12 to 20; 30 to 38



Luxuries for a light purse. Bed-Jacket 7177

and all the needed dotted Swiss will total about \$2.

Bed-Jacket 7756, of sheer crepe, no more than \$5.

Both: "Easy-to-Make." Designed for small, medium, large.

Nightgown 8088, of voile, will total about \$4.

"Easy-to-Make." Designed for small, medium, large sizes.

House-Coat 8035, of crisp piqué, will run about \$8.

"Easy-to-Make." Designed for sizes 14 to 20; 32 to 44.

BACK VIEWS OF THESE DESIGNS ARE SHOWN ON PAGE 73





**W**HEN you go on your holiday, you want to have fun. And you can always have more fun if you look your best. If you are travelling light, you can't take a lot of beauty stuff with you. Perhaps you would also rather spend your money on doing things than on buying expensive equipment. If so, here are some fine ideas, assembled from the very founts of authority.

Don't, however, misunderstand us. If you possess one of those complete, super de luxe travelling beauty-cases that hold *everything*, take it with you, even if you have to pay extra for it on a plane. If you don't possess one, you can do very well with an efficient small kit, such as that by Dorothy Gray shown in the sketch above, or those on page 72. These kits include the fundamental preparations for taking care of your skin and will see you through a month. Most have rouge and lipstick, too, and some include sun preparations. They are definitely inexpensive, but don't look so.

Be sure to take a sunburn preventive; extensive supplies may not abound where you are going. Many sunburn creams are put up inexpensively in tubes especially convenient for travelling, such as Lenthéric's Sunplexion Cream, and the liquids come in flat, easily packed bottles of every size. Also take a sunburn curative, if only on the principle that, if you have one with you, you won't let yourself in for needing it. There are specialized preparations for this. Or Hind's Honey and Almond or Jergen's Lotion will take the sting from a burn and keep your hands and body soft, as well. Add Tone's Antiseptic white lipstick to prevent dry, parched lips.

Invade the ten-cent store for the indispensable little bottles of Eye-gene complete with dropper; deodorant; and mouth wash, to be packed in cotton wool in a tin box or cylinder (elegant phrase for baking-powder tin with the label washed off.) Get Pro-phy-lac-tic's collapsible travelling tooth-brush or the cheap wooden-handled brushes to be thrown away. Have a small travelling atomizer, the lock variety, in a case.

If you are Zip-ped, that will take care of the hair on your arms and legs while you are away. Otherwise, include a tube of Neet or Bellin's Wonderstoen to polish off the hairs.

Take a small manicure kit—Dorothy Gray makes a miniature manicure-case, a duplicate of the beauty-case above. Or decide to stick to one polish shade and carry a full-size bottle. Use this for repair-work, and remember to take it along to the local manicurist's, too. Include a good file and orange-wood stick; those invaluable bleaching strings; and a cuticle cream or oil. Add a set of those rubber things called Toesies, or order cotton dental rolls at the drug store, to keep your toes apart while you renew toe-nail polish daily.

The new Brushkomb, combining the best features of each, is miraculously flat for packing and fine for keeping ends up. Curlers are a good idea, even if you don't use them ordinarily, and there are some successful new trick ones called Klever Kurlers. If you go to the shore, you had best have a liquid shampoo that is easy to cope with in emergencies, such as Admiracion Foamy Oil Shampoo that fluffs up and washes out with the greatest of ease. But don't undertake your own sets, unless you are very skilful. Rather, try to convey your own ideas to the local maestro.

Use your Kurlash iron consistently. If you haven't one, cultivate the trick of curling your lashes when you are putting on mascara, holding them back with the little brush while you count twenty. Don't, incidentally, take mascara with just enough left in the case to last through the holiday. Even the best mascara gets dehydrated at the end. Richard Hudnut combines mascara and eye shadow in a convenient cylinder.

The small sizes of de luxe items that are sold separately and inexpensively as "refills" for fitted cases are holiday inspirations, such as Helena Rubinstein's lovely sachet-cologne, the dram size of her Herbal Eye Tissue, and a tiny bottle of Herbal nail tonic with a little brush. Lenthéric's lovely Bal Masqué Talcum comes in a new small and inexpensive cylinder.

Provide an amusing little pill-box for your Vitamins Plus capsules or saccharine. Whatever else you do, add one new touch of glamour—an iridescent eye shadow, drops to make your eyes shine, a dram of an expensive perfume you have always coveted, a beautiful sachet, a miniature bottle of hair perfume, any or all guaranteed to make you feel devastating.



# The most beautiful complexion under the sun

## New 4-in-1 Beauty Thrill

Helena Rubinstein's Sachet Cologne, unique and matchless beautifier. A body-rub, body powder, cologne and deodorant—all in one! 1.50, 2.75, 5.00.

## Beauty on a Summer's Day

can be yours, if you use Pasteurized Bleaching Cream, 1.00; Skin Clearing Cream, 1.00; Skin Toning Lotion, 1.25. Complete summer beauty treatment, 3.25.

If you can't come to Helena Rubinstein's Salon to keep your summer beauty at its height, give yourself her Beautilift Masque, prepared for home use. It will firm face and throat contours, smooth out lines—and intensify the work of your daily beauty treatment. 5.00.

For a quick freshener, any time, use Herbal Skin Tonic, 1.00, 2.00.

Before going out, apply Town and Country Make-Up Lotion, if yours is a lily-fair skin. 1.50.

## Lazy Way to a Beautiful Tan

Simply apply Helena Rubinstein's Riviera Tan Make-Up that makes you *look* naturally tanned. 2.00.

Over it apply the new moisture-resistant Town and Country Face Powder. Accent your beauty with Red Geranium Lipstick and Rouge.

## Fragrance of a Lovely Garden

Flower Shop Bouquet Cologne in three fragrances, American Garden, English Garden, French Garden, each, 1.00.

These summer beauty preparations at Helena Rubinstein Salons and smart stores.

Stop at Helena Rubinstein's Salon for an individual skin analysis and advice on summer beauty care. This is a complimentary service.



It will be yours—if you follow the Sun Trail To Summer Beauty by Helena Rubinstein and take with you a flacon of that fascinating pale pink delight, her new Sunproof Cream.

Before you get in the path of the sun, smooth Sunproof Cream over every inch of you that will come in contact with the drying, burning, actinic sun-rays. Immediately you will notice how cool and smooth your skin feels. And when you consult your mirror, you will see what a flattering foundation Sunproof Cream is, what a beautiful complexion it gives you . . . so young-looking and radiantly lovely that you will dazzle the sun itself.

As the sun revolves around your Beauty, your skin will *remain* cool and smooth and fine-textured. For Sunproof Cream shuts out the sun-rays that scorch, blister, and coarsen your skin. And permits only the gentle, tanning sun-rays to reach you. This unique beauty preparation even keeps away mosquitoes and annoying beach flies, thanks to a special ingredient Helena Rubinstein uses in it. And it has the small price of 1.00. Special Strength, 2.00.

Now the Sun Trail turns towards Make-Up. And you exclaim with delight when you see how beautiful Helena Rubinstein's new moisture-resistant Town and Country Face Powder in the new bisque shade looks over your Sunproof Cream. That is because the chemical ingredients in these two beauty preparations blend in perfect harmony, each enhancing the beauty of the other. (Town and Country Face Powder, 3.50.) You touch your lips with luscious Red Strawberry Lipstick (1.00, 1.10, 1.50, 2.00); your cheeks with the new Peach-bloom Rouge (1.00); your eyelashes with blue-green Persian Mascara (1.00), and you are the most beautiful person under the sun.

# Helena Rubinstein

715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • TORONTO • MILAN • MELBOURNE



## DISCOVERIES IN BEAUTY



Prince Matchabelli's gay, polka-dotted Royal Bath Eox—with bath oil, soap, talcum, eau de Cologne, and shower oil—is a triumph of completeness. An inspiration for summer houses and seagoing gifts

YOU may love the fine, free feeling of your hair blowing about in the sun, wind, or weather, but you know what actually happens to it unless you give it some extra care. It gets dry and faded, and refuses to take a wave well. The Ogilvie Sisters' new Cabaña Pouch Bag is full of preparations to prevent all this. The bag itself is very crisp looking, of striped piqué with a white water-proof lining. Inside, you find a bottle of Tonic-Cleanser to get salt water and dust from your scalp between shampoos; Protecun, the wonderful liquid that provides a protective film for your hair against the sun; Creme-Set that softens dry, brittle ends and makes them manageable for curling; a bright bandanna; and a good comb. Also room to tuck in a bathing-cap and lipstick.

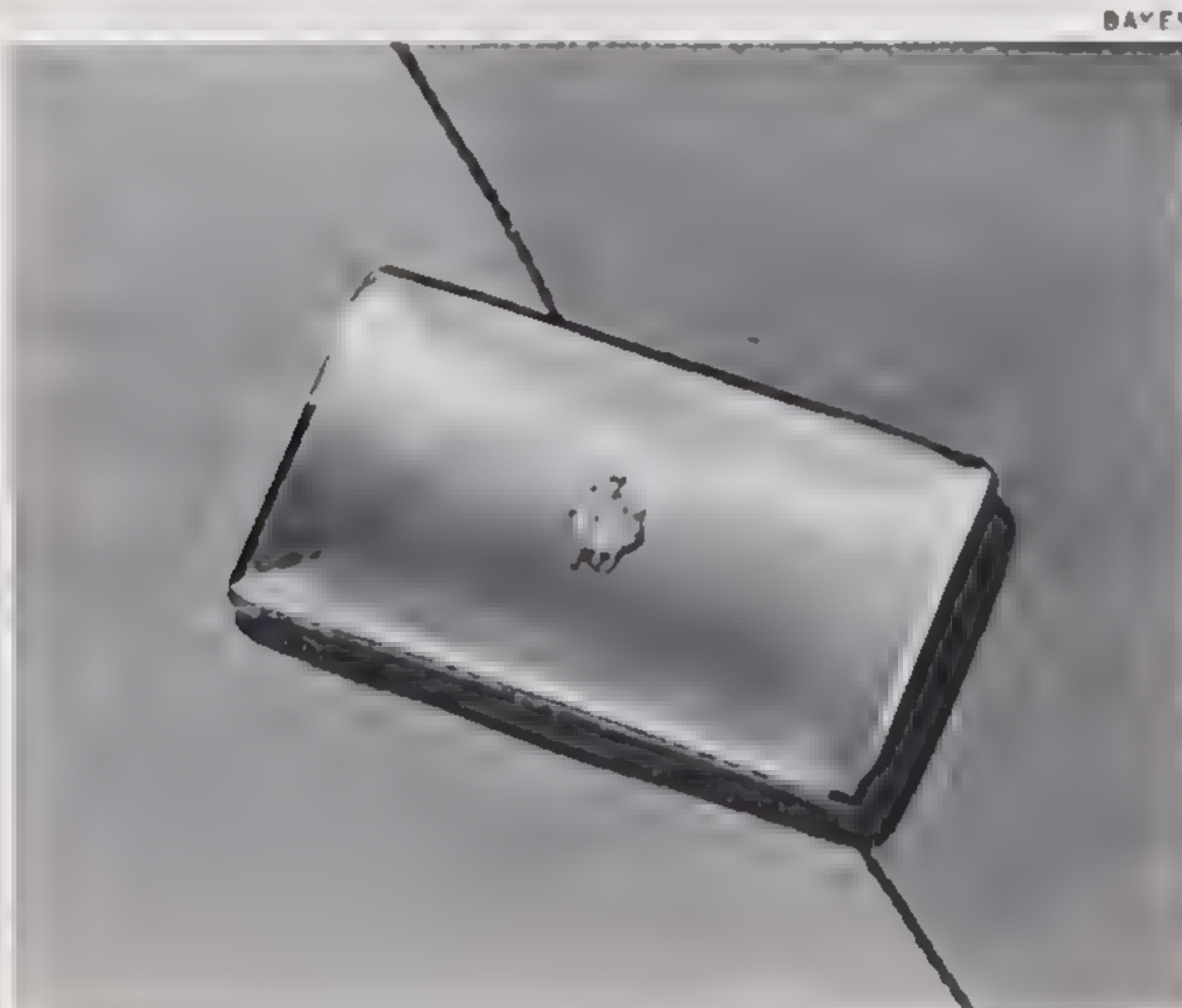
People who swear by Zip don't have to have its praises sung. They know that the way it banishes hair from legs and under arms—and keeps it banished for a long time—is one of the most satisfactory procedures in the world. But even its devotees will be glad to know that, this summer, when you buy Zip Epilator, you find a bottle of Jordeau's floral bouquet packed with it, as a present. Incidentally, if you haven't used the Zip Epilator before and live near enough to New York to go to the salon there, it is a good idea to book a treatment. The operators zip off the

hair with incredible ease and speed, giving you object-lessons in how to do it for yourself at home.

Yardley has made a brilliant gesture on behalf of the Bond Street lipstick, that stick with the handsome gold case adorned with white plumes. It is sold complete with refill, done up in a neat little box. Refills can be bought separately later on, too, but the original refill is on the house. The lipstick itself is made on a new formula, smooth and indelible.

There are some occasions in life that demand a definite touch of added glamour, when your hair must be at its most *soignée*, your skin have a special velvety softness. The next time such an occasion arises, be prepared to contribute to it with a new make-up stunt known as Powd'r-Base. This is a cream base in cake form, that gives a lovely mat finish to your skin and has the remarkable faculty of banishing tired lines and shadows.

Before you apply Powd'r-Base, by Hampden, close your pores with an astringent; then, put the base lightly on your forehead, nose, and chin. Blend it over your face smoothly, and you find you have a fresh skin surface that takes make-up beautifully. Powd'r-Base comes in an attractive little orchid-and-cream box, and you find it at Saks-Fifth Avenue and other shops.



With its tailored simplicity and shimmering platinum finish, Yardley's newest vanity-case emerges from your daytime or evening bag with equal éclat. For powder alone, or with powder and rouge

## INNOCENTS IN MODERN ART

(Continued from page 46) in New York until September 1, after which it is to circulate throughout the country, touching at such cities as Washington, Louisville, Kansas City, Houston, and possibly straying as far afield as Dallas and San Francisco.

The show is, quite frankly, based on the successful exhibit held last year at the Musée de Grenoble in Paris. Indeed, it includes many of the best "naïve" or "Sunday" painters—Vivin, Bauchant, Peyronnet, Séraphine de Senlis, and Bombois, for example—who were represented in "*Les Maîtres Populaires de la Réalité*," the name of the parent exhibit in France.

The collection is the more remarkable because it includes nineteen canvases by Henri Rousseau—Parisian custom-house officer, news-dealer, petty clerk, roving musician of the streets, and one of the most appealing and provocative of modern painters; twenty by John Kane—Pittsburgh carpenter, steel puddler, street paver, miner, house-painter, and watchman—the greatest of our American "innocents," a master who, since his death in 1934, has been recognized as, if not the most important, certainly the most amazing figure in American art during the past quarter of a century.

It also embraces twenty pictures by our friend the wrestler (in paint, as well as in the ring, a master of indubitable skill and power); eight by Peyronnet, a major discovery in contemporary art; and nine by Hicks, the old Quaker; while Séraphine de Senlis (a religious *exalté*, servant, and household drudge who died two years ago in a French home for the aged) is represented by seven of the most decorative and imaginative arrangements of flowers, fruits, and foliage to be seen here in many a year. Her flowers and fruits, indeed, seem almost to have a separate life of their own, as if they had sprung, not from paint and brush, but, mystically, from the heart of the pious and passionate pilgrim who gave them birth.

## THE CRITICS ERR

The public has been quick to recognize the evidences of sincere feeling that everywhere pervade this exhibit. But, as already indicated, the critics—the old-line critics, in particular—have, passing over the all-important point of spirit, charged bad draftsmanship, bad craftsmanship, and general incapacity against most of the masters under review. The critics have not been so indignant, probably because they have not been so nonplused (which, in such minds, is usually one and the same thing), since the year 1913, when they so seriously burned their fingers on the show at the Armory, in the vast halls of which Cézanne, Picasso, Gauguin, Matisse, Seurat, Bonnard, Braque, Derain, Segonzac, Redon, Dufy, and Van Gogh burst, like so many bombshells, before their resentful—and uncomprehending—eyes.

The critics have likewise failed to note that the canvases at The Museum, though perhaps not works of consummate craftsmanship, are at any rate made of the materials from which true art is born—vision, profound faith, and warm feeling. They failed, too, to sense in them an evocative sort of magic

which has somehow vanished from art in America to-day, a magic that was unable to withstand the ruthless advances of so pragmatic an age, of our practical art schools, old-line critics, fashion-conscious dealers, and theoretical professors; forces which, when magic had been destroyed, offered us only craft in place of it; and bade us be satisfied with the banal implications of literal representation in place of the wonders of the true artist's creative vision.

## GIOTTO AND MEISSONIER

In this connection, it is perhaps well to remember that Giotto, the greatest figure in art, knew less of the scientific, theoretical, and irrelevant tricks of technique than a second-year student in any American art school. The only measure of skill which Giotto (or Cézanne, or Rousseau, or John Kane, or any other instinctive master) ever craved was just enough to give significant colour and shape to his emotional experiences, but not enough to cloud or diminish their intensity.

But Meissonier, on the other hand, was a craftsman of the very first order. No painter of the nineteenth century could compete with him in the field of exact representation: a miraculous student, one of whom our art schools would have been proud. But his experiences invariably sprang, not from the chambers of his spirit because, like all hack painters, he had no spirit at all, but from the charted areas of his conscious and wholly predictable mind. The result is that there is now literally nothing to do with a canvas by Meissonier but throw it in the ash-pail! Which brings us naturally to our first step in the appreciation of painting—the ability to tell a true artist, a man obsessed by a deep and personal rhythm, from a craftsman, or hack. A hack is a man who copies Nature faithfully. But to do that, even to do it supremely well, is not a difficult task. Witness the thousands of bad painters who every year master the trick so handily.

And may it not be due to the elevation of hack painting to the dignity of an art in America that we have not, during the past thirty years, produced a single painter of the first order? And yet there are art schools everywhere, critics everywhere, dealers, professors, collectors, art books, museums, lecturers, and culture clubs everywhere. In one institute of art alone, that at Chicago, there are, in all its classes, three thousand students, three hundred teachers, thirty thousand lantern-slides, sixty thousand photographs. And yet Chicago has never produced an artist of magnitude.

There must, of course, be a moral to this paper; but, as Picasso has already phrased an excellent one for us, we can do no better than quote it, verbatim. "A true artist," he says, "never copies Nature: neither does he imitate it. He merely allows imaginary objects to dress themselves with the appearance of things real. For any painter can transform the sun into a yellow spot, but only an artist can transform a yellow spot into the sun. For art is not truth: it is merely a lie which makes our dreams come true."



# These lovely hands

ARE THE MOST PHOTOGRAPHED IN AMERICA . . .

"My hands have *got* to be lovely . . . perfectly groomed at all times . . . ready at a moment's notice to be photographed with jewelry, silverware, cosmetics," says Helen Ressler, noted hand model.

"I like Revlon's smart shades, of course, but the fact that it wears so well and looks lustrous and lovely for so long is most important. Even the smallest flaw in my nail enamel might ruin a picture completely.

"And there's still another very good reason for preferring Revlon. Longer nails—*streamlined* nails—are best for photography. They make hands look slimmer and more aristocratic. So a broken nail, which may be an annoyance to you, is a *tragedy* to me! . . . But when I use Revlon, even though my nails may get plenty of hard knocks, they always look perfect. I find that I can depend on Revlon's quality—and that means a lot to me."

Try TARTAR and LANCER—Revlon's newest high-style shades.

## NAIL "TIPS",

Do not have your nails filed deep into the corners if you want longer, stronger nails. Allow them to grow out at the sides to give support to the tips.



# Revlon

125 WEST 45TH ST., NEW YORK 151 SPARKS ST., OTTAWA, CANADA





OF MELLOW AGE AND MODERN LUXURY



Mont Blanc's eternal snows merge into verdure at Chamonix, lying along

## the Route des Alpes

Awake this summer in the fresh and dewy dawn of the serried Alps... Chamonix jubilant in the infinite beauty of a new day...snow-plumes eddying across the Mountain Monarch's brow, summer meadows carpeted with flowers ★ Exult with this luminous mountain world in the transcendent joy of pure air, snow and sun...your first taste of the delectable honey of Chamonix, white as its frosted peaks ★ Renew your lagging spirits at pleasure-haunted Spas in this fabulous region, famous since the Gallo-Roman epoch ★ Fashionable Evian rises from Lake Lemman whose sapphire waters inspired Byron and Voltaire...Aqua Gratianae of Roman times is the modern Aix-les-Bains, rendezvous of gay cosmopolites who value bright eyes and svelt figures...vigor bubbles unceasingly at aristocratic Brides-les-Bains, beauty-bound in its Tarentaise setting...every day is a rondeau of pleasure at demure inns or sumptuous hotels, with golf, tennis, swimming and sailing nearby.

### 40% RAIL FARE REDUCTION

(Minimum stay in France, 6 days)

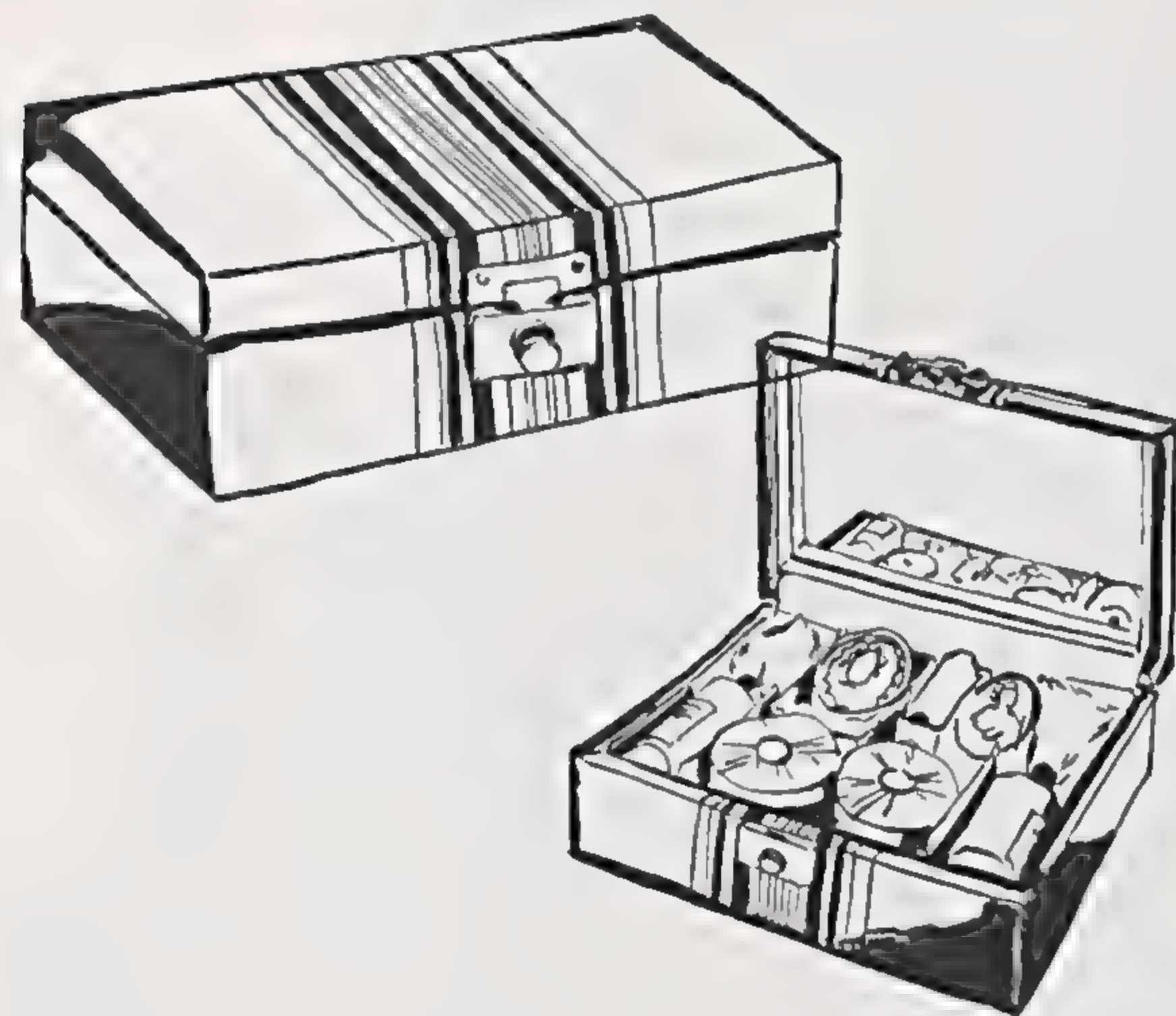
Cradled in pines, the plateaued lakes of Annecy and Bourget whisper of romance...while Chambéry, stamped with ducal arms, is eloquent of Savoyard grandeur ★ At Grenoble of the hospitable University, dust off the tablets of memory...see Hannibal crossing the Alps...Brother Maubec turning moonbeams and flowers into the nectar of Chartreuse...Briançon on its perilous perch, steeped in 11th Century lore ★ Ask your local travel agency for an itinerary of the Route des Alpes.

# FRENCH NATIONAL RAILROADS

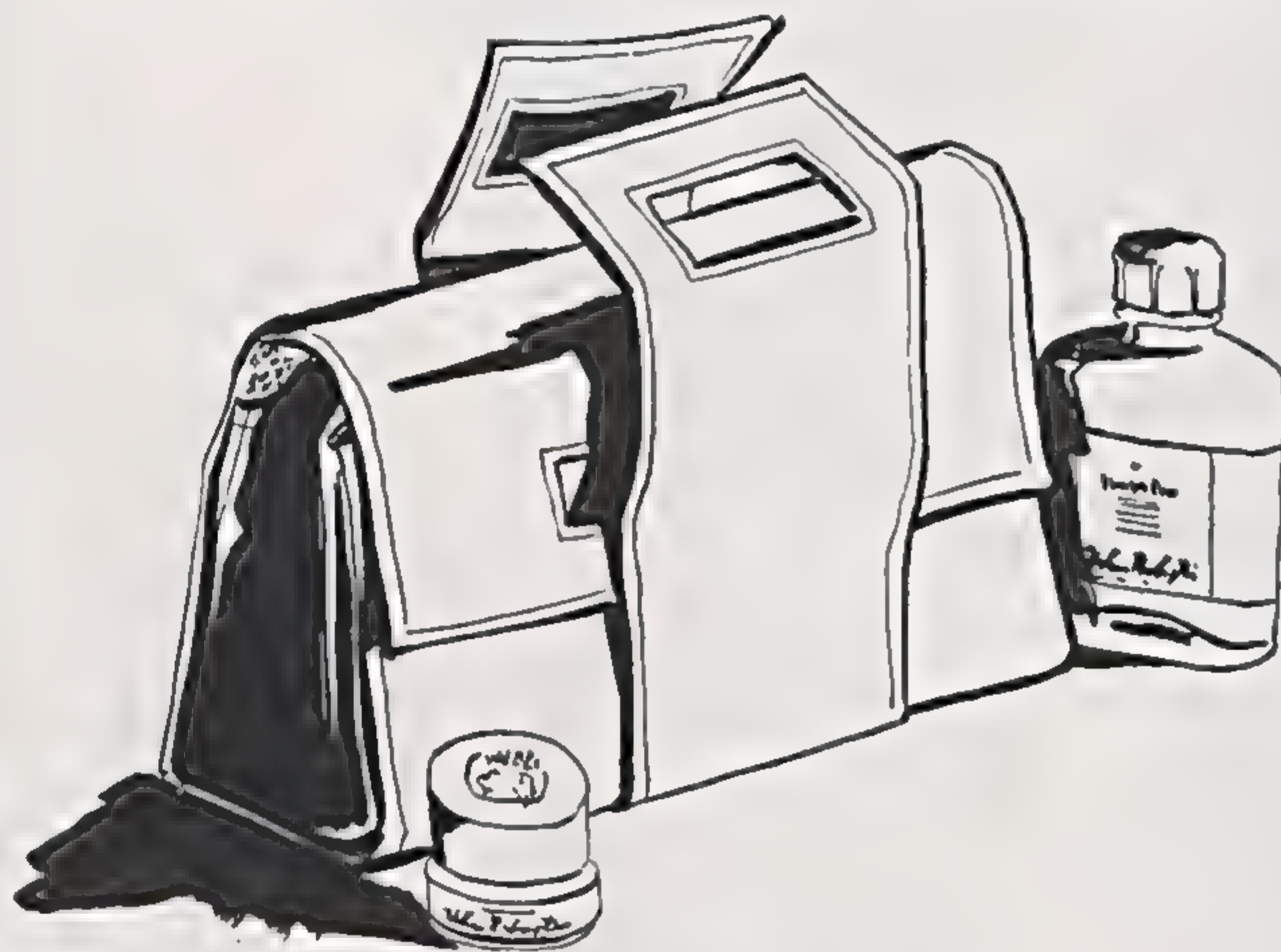
610 FIFTH AVENUE

NEW YORK CITY

## "HAVING A BEAUTIFUL VACATION"



Richard Hudnut's new kits are fine examples of the good-looking inexpensive cases that contain the fundamental preparations you need during the holidays. Covered with aeroplane cloth, these "Streamliners" come in three sizes. All hold DuBarry Cleansing Cream, Skin Freshener, Special Skin Cream, Cucumber Lotion, and powder; the two larger sizes add lipstick and rouge.



Helena Rubinstein's summer Beaulity Bag includes sunburn preparations, as well as those for general skin care. The case snaps together in the shape of a smart hand-bag, and there is room to tuck in purse and handkerchief. In black, red, or white, with a tweed-patterned, water-proof lining, it contains eight preparations, including Sunproof Cream and Sachet-Cologne.



Marie Earle's Tuckaway case is skilfully designed to be used as a miniature dressing-table. The mirror has an easel arrangement, and the handsome Marie Earle jars fit firmly into their washable compartments. Even the powder box is of a hardy composition with a screw top, and there is a convenient pouch to hold accessories. The Tuckaway is in black or smart colours.



## NO CEILING TO THE MUSIC

(Continued from page 39) When the Stadium Concerts began one night in 1918, they were planned for the soldiers and sailors home from the War, and supposedly in dire need of light entertainment. A wooden stand was set up in the centre of the infield, and a band loudly played such selections as Elgar's "Pomp and Circumstance," Rossini's "Overture to William Tell," Dvořák's "New World Symphony," and "American Reveille," a composition by Arnold Volpe, the first conductor. The import of this occasion was formally recognized by Mayor John F. Hylan, who sent a telegram; and Mr. Lewisohn entertained a table of celebrities ranging from Enrico Caruso to Nicholas Murray Butler. The idea of the programs had been conceived by Mrs. Guggenheimer and Mrs. Volpe, and soldiers and sailors were admitted free. The public was so pleased, however, that it was decided to make the institution a permanent one, and charge admission to everybody, veterans included.

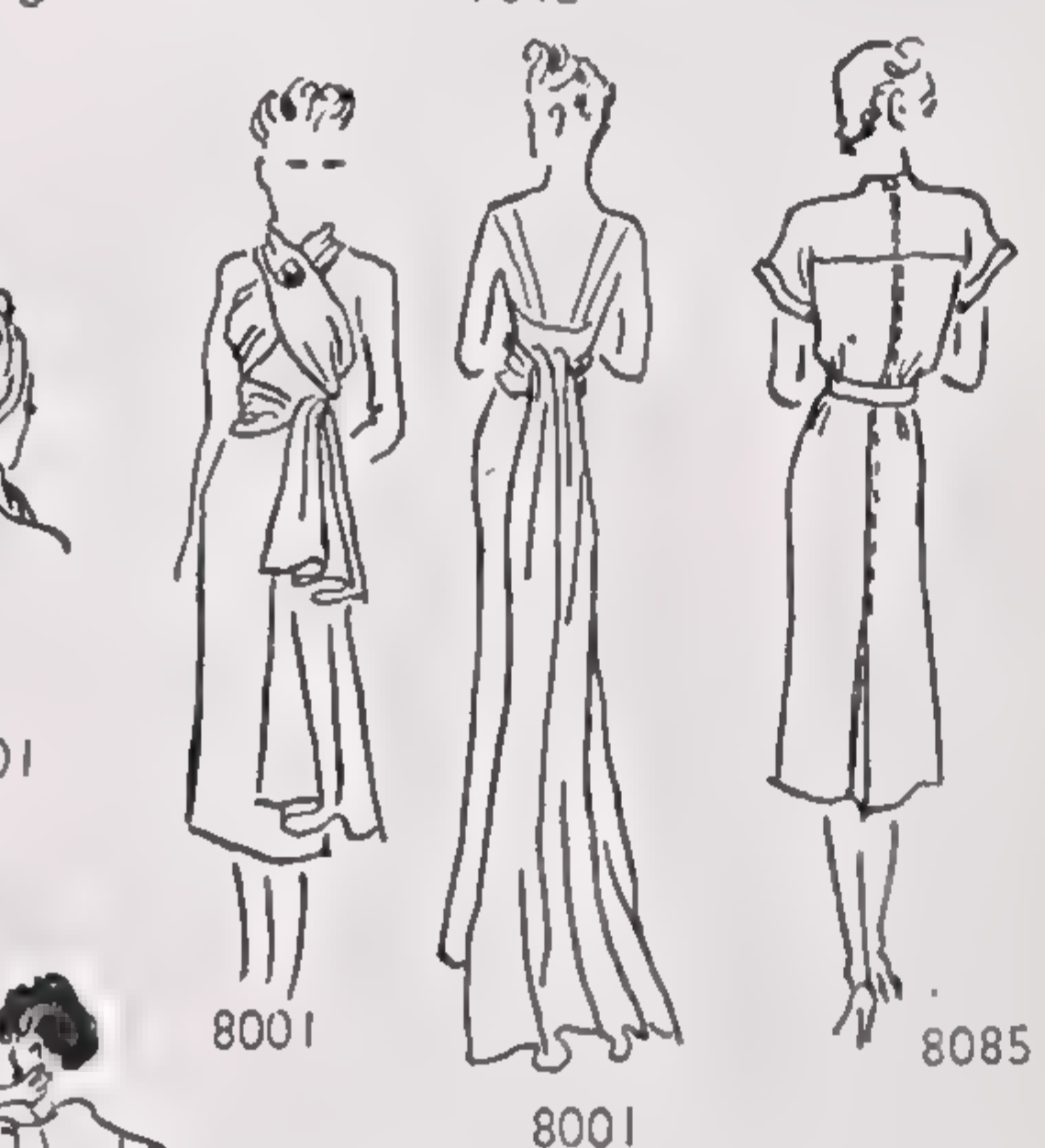
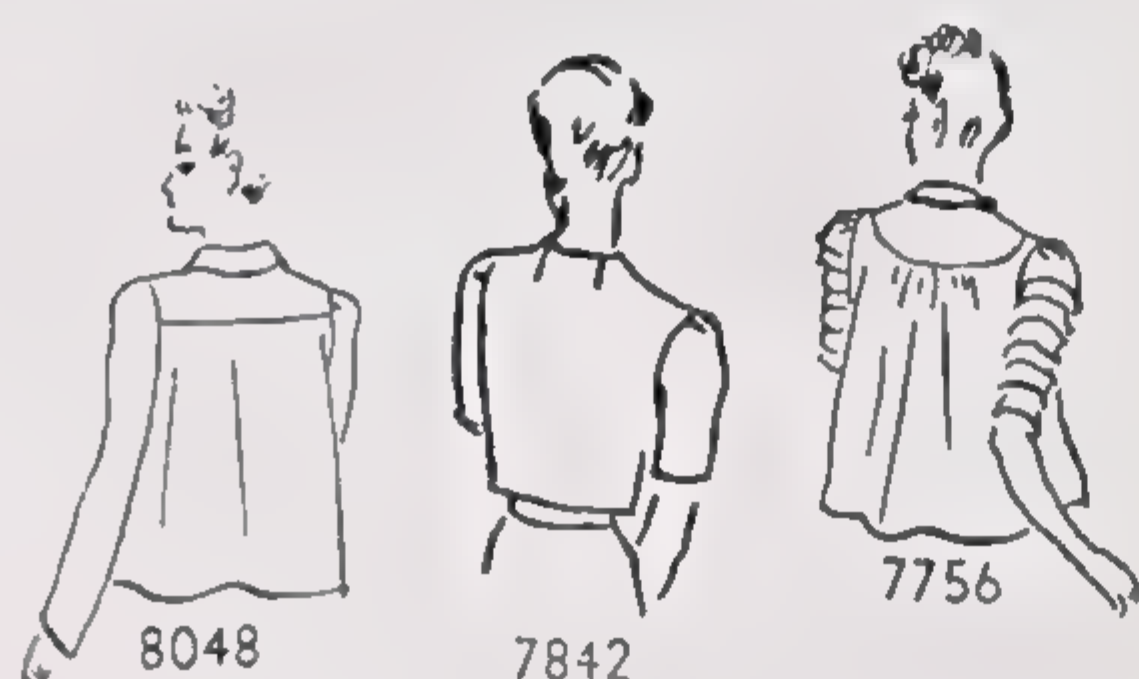
At the start, there were no amplifiers, but the general idea was to have as much volume as possible. Henry Hadley and Victor Herbert, popular composers of the day, were among the early conductors; Herbert, acknowl-

edging demands for an encore after a stirring rendition of part of "Die Meistersinger" one night, obliged with his "Kiss Me Again." There were soloists then, too. It was not unusual for Rosa Ponselle to step up and sing such tunes as "Oh, That We Two Were Maying" or "Annie Laurie," a favourite even then.

As time progressed, an amplifying system was installed for the benefit of the distant listeners in the twenty-five cent division, and the programs became more and more serious and orchestral in nature. 1923 marked the first joint appearance of Van Hoogstraten and the Philharmonic Orchestra—now the Philharmonic-Symphony—who will be together for the sixteenth consecutive season late this month. Other distinguished conductors took over the baton at intervals: Fritz Reiner, Rudolf Hanz, Nicolai Sokoloff, Pierre Monteux, Bernardino Molinari, and Albert Coates. Coates' debut was made on an inclement, muggy night when the concert was held, as it sometimes is, in C.C.N.Y.'s Great Hall; and he astounded everybody by walking out on the stage in the conventional tailcoat and white tie of the winter maestro. When the first (Continued on page 74)

## DESIGNS FOR DRESSMAKING

Try a bit of hand-work as a distraction on a hot summer day—these Vogue Designs for Dressmaking offer you a variety. You can work on them in the garden, on the porch, and they will give your morale—and your wardrobe's—a bucking-up all out of proportion to the expense involved. (See pages 66, 67)



These hot-weather helpers are designed for sizes: 8048, in 11 to 17, 29 to 35; 7842, in 12 to 20, 30 to 38; 7756, in small, medium, and large; 7177, in small, medium, and large; 8001, in one size only; 8085, in 12 to 20, 30 to 38; 7691, in 12 to 20, 30 to 44; 8088, small, medium, large; 8035, in 14 to 20, 32 to 44

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 75.

## Snow-White AND The Red Rose!

A fairy tale in a summer afternoon . . . a white angora skirt and blossom-bright sweaters! . . . always a classic where summer is spread on the land.

The skirt has been designed by Alexis, with deft pleats where you need them . . . in a texture so breeze-light you will hardly believe it! The cobweb twin sweaters work a little miracle in your wardrobe, because—although you have but two of them—you can wear them three different ways!

The skirt and the sweaters are also available in all the pastel shades. Their moderate cost, no less than their beauty, is in keeping with the tradition of the House of Smith.

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## SANDY POINTS



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All the charm of a dirndl plus the advantages of a divided skirt, in this beach dress of natural-coloured hop-sacking. The square neck and hem are bound around with bright wool braid. Notice the very high, shirred-in waist. This dress comes from Macy's



Almost a beach wardrobe in itself is this three-piece costume. There's a brief bathing-suit of bayadere-printed cotton for swimming; a little bolero and pleated skirt to add when you come out of the water. You can find the outfit at John Wanamaker

## NO CEILING TO THE MUSIC

(Continued from page 73) intermission came, he staggered offstage, and returned later sensibly resplendent in cool white linen.

## DÉBUT OF A CONTRALTO

In the last few seasons, the principal conductors have been Van Hoogstraten, Alexander Smallens, and José Iturbi, who made his local début at the Stadium in 1933. Conductors have not been the only artists to get their start at the Stadium. One feature of the summer program, some years ago, was a series of public auditions, held at the old Aeolian Hall and judged by a committee of musical experts. In 1925, when Henry Osgood, of the *Musical Courier*, was one of the judges, the contestants seemed consistently mediocre except for one young Negro girl. Deciding that her case merited some less conspicuous forum of discussion than the box they were sitting in, the judges, at Osgood's inspired suggestion, adjourned to the ladies' room. From that unconventional setting came the decision that gave the girl her first chance. She made a sensational appearance a few weeks later. Her name is Marian Anderson.

In the last eight years, the Stadium has presented, among others, Albert Spalding, Lily Pons, George Gershwin, Jascha Heifetz, Efrem Zimbalist, John Charles Thomas, the Humphrey-Weidman dancers, Mischa Elman, the Fokine Ballet, Paul Althaus, Ruggiero Ricci, and the Hall Johnson singers. Mrs. Guggenheimer has made only one serious slip. That was in 1933, when, on the recommendation of previously reliable sources, she signed up a troupe of dancers from the Bahamas. When the dusky crew bounced out on the stage beating their tom-toms and chanting, "Mama don't want no peas, no rice, no cocoanut oil...", the audience received it as neither beauty nor art.

## IDEAL PROGRAM

Based on past experiences, the ideal Stadium program (excluding guest stars, Gershwin memorials, all-Wagner nights, and the Bahamas) would include a symphony by Beethoven, Brahms, Tchaikovsky, Franck, or Dvořák; a popular overture; and a symphonic poem. The audiences prefer music that is familiar to them; when they drag themselves out on a sultry night, their primary idea is to be entertained.

Monday night, normally the worst in the week from a box-office point of view, can always be brightened by scheduling Tchaikovsky's Sixth Symphony. Outdoor crowds are partisan to anything done on a large scale, like Beethoven's Ninth, or Verdi's "Requiem." When the latter is played, six trumpeters are assigned to each side of the roof of the colonnades; and there is a story that one night, while a member of the trumpet corps was engrossed in his work, a thoughtless photographer set off a flash-bulb, and the explosion almost knocked the poor musician right into Amsterdam Avenue.

The problems that beset the outdoor presentation of music are many. There are, for instance, the planes that pass in the night. It's a rare evening

that doesn't hear the hum of twin motors with a delicate violin solo, and once the crowd was harassed for half an hour by a plane flying overhead and advertising a counter-attraction at the Polo Grounds. For a while, the urchins of the neighbourhood constituted a problem in themselves; they used to climb to a point of vantage and throw pop-bottles at the conductor.

On a windy night, no matter how hard the orchestra tries, there is always the possibility that a lot of notes will be swept away into Harlem, or some other remote land. There is nothing the conductors can do about this; they try to make their interpretations as simple as possible, and get across the main essentials of a composition without paying useless attention to nuances. Their troubles are further increased by the fact that the orchestra has only three rehearsals a week, by union regulation, in which to prepare for seven concerts. The music as presented must meet with approval, however, because the same people keep coming back.

Of course, none of these things matters very much if the Heckscher weathercock looks unfavourable. If, just before the hour of the concert, the weather appears to be threatening, the program may be given at the Great Hall near-by.

## RAIN, RAIN, GO AWAY

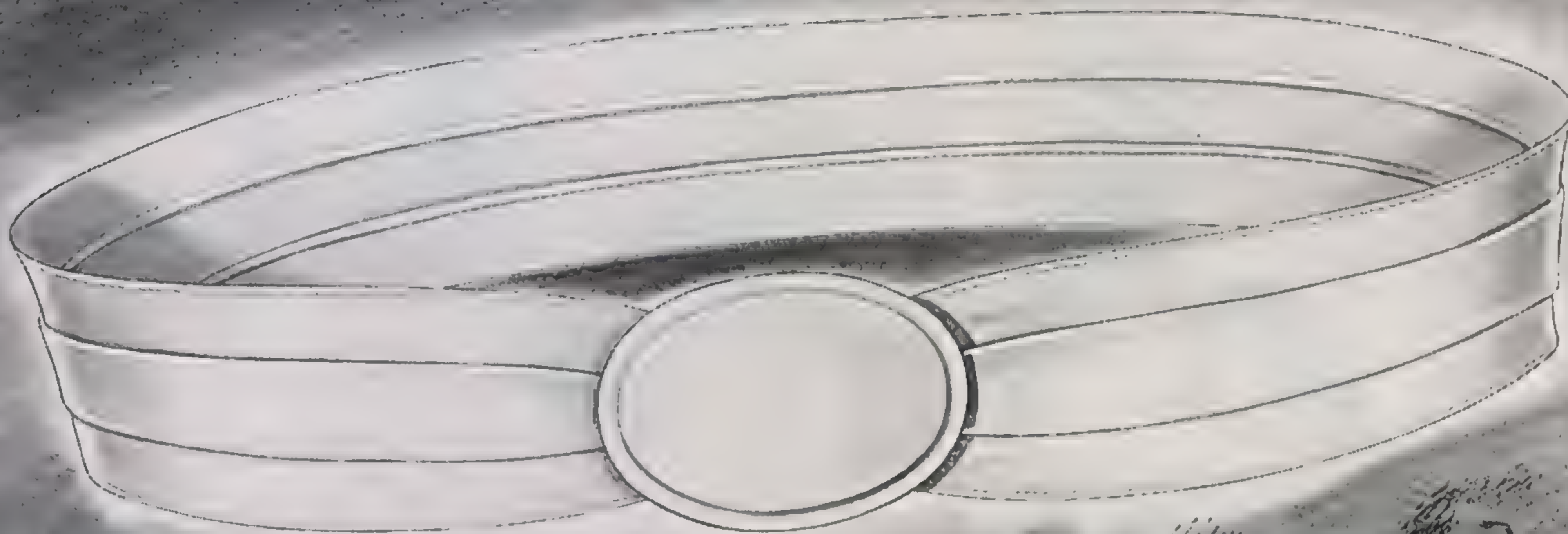
Once a concert gets underway out-of-doors, baseball rules apply. A downfall before the intermission entitles the ticket-holders to use their rain-checks, good at any subsequent performance; but if it rains during or after the intermission, the audience is just out of luck. When a concert is called off, it is shifted ahead to the next night, thus causing a frantic realignment of dates and the gentle edging out of all programs scheduled for the last few days of the season—which never lasts more than eight weeks from start to end.

Nobody at the Stadium escapes the rain. The conductors worry about it, frequently glaring at the sky as they wave their batons; the audience worries most, especially after intermissions. The orchestra is concerned mostly when the performance is an opera or a ballet which utilizes the stage and relegates them to an unsheltered pit. The musicians are practical, unromantic men, disinclined to entrust a violin worth thousands of dollars to the vagaries of the weather.

On doubtful-looking nights, they arrive at the Stadium with inexpensive instruments, umbrellas, rain-coats, and pants—most of them wear slacks while playing—and secrete their belongings under the stage before trudging to their places. Once when it did rain hard, the unhappy musicians returned to their cache and found all was gone—umbrellas, rain-coats, and pants, too. A lady in the audience had spotted their garments, and, rounding up a group of near-by ladies, similarly clad in flimsy dresses, had borrowed the clothes, leaving behind a polite little note promising to return the goods in the morning. The next day, every pair of pants turned up at the Stadium office, neatly pressed. It was an honest tribute not only to the audience, but to the Stadium itself.



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## URNS WITH A GOURMET



The newest stunt at Alice Marks' is a gay little candy bar in the back of the shop, where you go to sample the wares and have your own favourites mixed to order

ONE of the things that makes Alice Marks' a shop where it is really fun to buy things is the feeling that there is always something going on there. It is not only that it always seems full of new things. It is more because the Marks sisters are always thinking up tricks that they enjoy themselves, as much as their clients do.

The most recent idea is their candy bar, an impression of which is given in the sketch above. Here you sit on a high stool and try for yourself the candies you are going to buy. The Alice Marks candies are always unexpected, and there are some brand-new numbers to investigate when you go to the bar.

Of the new ones, our pets are the thin, mint-chocolate leaves in small sizes that are about the most perfect dinner-table candies we can imagine—delicious, not too sweet, and pretty to look at. Then, there are chocolate-covered mint sticks, and almonds covered with chocolate caramel, and some new English cocoanut bits that taste like fresh cocoanut, and raspberry caramels that probably don't sound as good as they are, but taste as though you were chewing fresh raspberries.

Some brand-new biscuits have also made their appearance, which you can consider while you are patronizing the candy bar. New biscuits are always important discoveries, and we found the Savoury Crisplets very special, despite their name. They taste something like those wonderful chips made of powdered shrimps that we haven't encountered since Paris, only these have a cheese flavour. Wheaten Bits are crisp and crunchy, and Dinner Cheese is a delicious cheese-and-wheat biscuit. All are excellent for cocktails or with long summer drinks. Another virtue of these biscuits is that they are packed in tins with tight-fitting tops that keep them fresh and crisp for emergencies.



Lunt's newest silver pattern is "Festival." Simple in line, with a conventionalized flower border, it has the pleasant feeling of good balance and proportion





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\*From "The Index of American Design," a WPA Federal Art Project.

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# CUES FOR CRUISING



• Dine in this short-sleeved blue crêpe dress with soft pleats to give an optical illusion of slenderness. From Lord and Taylor

• Take along, too, this soft grey chiffon dinner-dress with flattering back fulness. Dark green crêpe jacket. Lord and Taylor



**Y**OUR daughter in college collects her cruise clothes perhaps in one breathless day's shopping, and sails the next. But you go off in no such hurry. You search diligently for a top-coat, wherever you're headed. Around this, you build your day clothes, all of them—enduringly tailored, widely cut in their skirts, of non-crushable fabrics. You find dinner-dresses as seaworthy as the ones on this page, bathing-outfits as right as that one opposite. And, besides, you:

Select only the appropriate things from your standing wardrobe to supplement your cruise clothes; because unsatisfactory makeshifts undo one's marine morale.

Hunt for good-looking knitted suits to wear in the temperate zone; because they're warm (but not oppressively) and won't crush in packing or muss in wearing.

Ban straight black for evening; because it looks manifestly wrong, somehow, in any ship's dining-saloon; whereas, pastel lace, chiffon, or even black with white piqué boleros or organdie jackets have that coveted look of freshness.

Leave metallic evening wraps and dresses home—sea-air tarnishes them. Leave precious furs at home, too; because they're inappropriate, and sea damps and dews can't improve them.

Have all day skirts evenly hung; because then you're proof against the idle eyes, peering casually from every deck-chair.

Stick to white for sports accessories—to white washable bags and gloves, white sports shoes, white felt hats; because they go with everything and can be kept fresh.

Have a good permanent before you sail (briny breezes are kind only to curly hair)...rubber-heel your day shoes and bless us forever...defeat diabolical boat pens by taking your own fountain-pen...take an extra pair of glasses or the lens prescription, and save cabling home...take a sense of humour, not a hypercritical view-point, and have much more fun.



• Embark in this grey-and-white wool plaid coat, faced in grey; plaid skirt, white knitted blouse; blue felt hat. Bergdorf Goodman

• For sports on deck or ashore, have this green-and-white striped sharkskin dress, cashmere cardigan, and white toyo hat. Find them at Lord and Taylor



• Get ready to sightsee in any port of call in a tan sheer wool shirt-waist dress, coat to match, felt hat. Bergdorf Goodman

• Knit or do nothing on deck in this blue dress of heavy crêpe, jersey cardigan to match; and a straw hat. At Lord and Taylor

• Dip in the pool in a black Celanese jersey suit with a conservative skirt. Cover all with a jersey beach coat. Lord and Taylor





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# MISS JANE ALVA JOHNSON

*daughter of Mr. and Mrs. Andrew W. Johnson of Saint Louis*

## leads a vivid and interesting life

*She is a distinguished horsewoman*



Riding, hunting, and horse shows are "an old story" to Jane Alva Johnson. While at Fermata School, she was a whip in the Aiken drag hunts. Her horses have won many trophies and ribbons. And she has even run off a show of her own—it was distinctly a success—at "Trail's End," the family stables in Saint Louis County.

Above, Jane chats with Olive Cawley (left) in the tack room. "I don't have to *look* to see what cigarette you're smoking, Jane. Camels again! Why is it that you smoke nothing but Camels?" asks Miss Cawley. Jane's reply is quite emphatic: "Camels are delightfully different. They never tire my taste. I depend upon having healthy nerves—and Camels *never* jangle my nerves. They are always gentle to my throat too. In fact, in *so many* ways, Camels *agree* with me!"

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One of the most attractive post-debutantes in St. Louis is Jane Alva Johnson. She is whole-hearted in her enthusiasms—"loves" horse shows, entertaining, and smoking Camels. "Most of my friends smoke Camels, too," she says, "and they know I smoke nothing else. Even though I smoke quite steadily, I'm always ready for *another* Camel. Which is one of the nicest things I could ever say about a cigarette!"

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